



ADVANCES IN SOCIAL SCIENCES AND MANAGEMENT

Volume 1, Issue 3, March 2023



TABLE OF CONTENTS

EDITORIAL ADVISORY BOARD

DISCLAIMER

Demarketing Strategies as Preventive Deterrent to Alcohol Abuse and Its Intricacies in Households and Streets: An Evidence from WA in North West Ghana	01
Théophile Bindeouè Nassè, Ernest Bagson, George Gyader, Samuel Marfo, and Banleman Konlan	
The Theoretical Foundations and Antecedents of The Sector Approach	09
L. Rajhi	

EDITORS

Professor Dr. George O. Tasie
Nexus International University. United Kingdom

Ruth Endam Mbah
Bethany College. United States

Bethany College
University of Bologna. Italy

ADVISORY BOARD

Agata Matarazzo
University of Catania. Italy

Anthony Celso
Angelo State University. United States

Carl Hermann Dino Steinmetz
Expats & Immigrants B.V. Netherlands

David Novak
Fachhochschule des Mittelstands FHM. Germany

Faizsh idrus
International Islamic University. Malaysia

Isabela Castelli
Universidade de Brasilia. Brazil

Jiaxuan Zhou
Central University of Finance and Economics. China

John Charles Sienrukos
University of Phoenix. United States

Joseph Lawrence Walden
University of Kansas School of Business. United States

Koji Uenishi
Hiroshima University. Japan

Maryann P. DiEdwardo
University of Maryland Global Campus. United States

Shivaughn Hem-Lee-Forsyth
St. George's University. Australia

DISCLAIMER

All the manuscripts are published in good faith and intentions to promote and encourage research around the globe. The contributions are property of their respective authors/owners and Advances in Social Sciences and Management (ASSM) is not responsible for any content that hurts someone's views or feelings. Authors are responsible for if any Plagiarism is found in published material.

Demarketing Strategies as Preventive Deterrent to Alcohol Abuse and Its Intricacies in Households and Streets: An Evidence from WA in North West Ghana

Théophile Bindeouè Nassè^{1,2}, Ernest Bagson¹, George Gyader¹, Samuel Marfo¹, and Banleman Konlan¹

1. SDD University of Business and Integrated Development Studies, Wa, Ghana
2. Saint Thomas d'Aquin University, Ouagadougou, Burkina Faso

Abstract:

Purpose: The present research purpose is to investigate the negative concerns of alcohol abuse in the households and in the streets, and to suggest some sound solutions to these concerns. **Design/methodology/approach:** The epistemological posture is positivist with a quantitative approach and the collected data is from both primary and secondary sources. **Results:** The findings indicate that alcohol consumption is highly and positively correlated to household conflicts. The results also indicate that alcohol consumption is highly and positively correlated to street conflicts. **Practical implications:** The results imply that marketers should make a hyper segmentation of the beverage market and apply demarketing strategies. **Originality/value:** This exploratory research demonstrates the association between excessive alcohol consumption, household conflicts and streets conflicts by bringing out some particular psychosocial and cultural factors.

Keywords: Demarketing, Alcohol consumption, household conflicts, street conflicts.

INTRODUCTION

In Africa, alcohol use is traditionally an integral part of some particular ceremonial gatherings (Nassè, 2006 ; Nassè, 2018 ; Bazié, 2011). This is attributable to the recognisable social function of alcohol in traditional ceremonies (Nassè et al., 2019) and thus its manufacturing and sales have reached some huge proportions in the world. Nevertheless, researchers have shown how alcohol abuse is a source of conflicts in some different parts of the world and in the African context (Valentine et al., 2010 ; Dery and Diedong, 2014 ; Nassè et al. 2016). While alcohol consumption is related to violence, with an emerging research that attests the negative concerns of its abuse (Murphy et al., 2005, Dery and Diedong, 2014), little is known about the real effects of alcohol abuse on household conflicts and street conflicts. This present research aims to seal these gaps. The main objective here is to examine the link between excessive alcohol consumption and conflicts. This research seeks to address the following specific objectives:

1. to ascertain the link between alcohol consumption and household conflicts.
2. to assess the link between alcohol consumption and street conflicts.

CONCEPTUAL FRAMEWORK AND THEORETICAL FRAMEWORK

Conflict

Conflict is found in every society. For some authors conflict is perceptually divergent and it is reliant on individual or group behavior, values, needs and beliefs (Goodhand and Hume, 2009; Awedoba, 2012). For Nassè et al. (2016), conflict refers to a confusion from individuals and groups that has its sources in a particular misbehavior that disturbs or irritates a religious group. Thus, a conflict could be dormant, verbal or psychosomatic (Nassè et al. 2023). In a consumption

perspective, Al-Hyari, Alnsour, Al-Weshah, and Haffar (2012) have painted the construct of conflict as a violent boycott of insane products. The present research aims to emphasise conflicts at the household level and at the street setting vis-a-vis alcohol abuse (Nassè, 2019).

Alcohol Consumption

The construct of alcohol consumption is perceived as the sipping of manufactured alcoholic beverages (Amankwaa, Reed, and Owens, 2012) and it can be excessive (Nassè, 2019). In addition, alcohol consumption could be the intake of both industrial alcoholic beverage and/or traditional beverages (Bazié, 2011 ; Nassè et al. 2016).

The Collectivist Theory

The collectivist approach to consumption depicts that people consumption choices can be influenced by the society of the group that they share a certain number of values, or the attitude of the community (Bagozzi, Abe, Wong, and Bergami, 2000 ; Banyte, and Matulioniene, 2005 ; Nayeem, 2012 ; Nassè, 2020 ; Sudaryanto, Imam, Anifatul, Jaloni, and Taskiya, 2021). Thus, alcohol intake in the African context is predominantly a collective phenomenon. The individual intake of alcohol is often rare or limited because in the context, alcohol intake is a means of socialisation (Nassè, 2019), a means of collectivisation and of relationships enhancement between people.

Research Hypotheses and Research Model

- **H₁** : Alcohol consumption is strongly associated to household conflicts.
- **H₀**: Alcohol consumption is not strongly associated to household conflicts.
- **H₂** : Alcohol consumption is strongly associated to street conflicts.
- **H₀**: Alcohol consumption is not strongly associated to street conflicts.

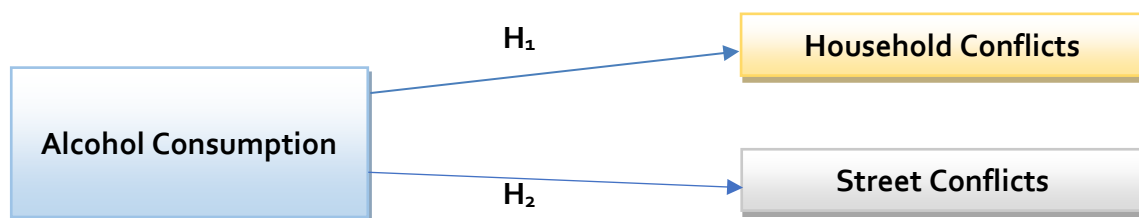


Figure 1: Research Model
(Source: adapted from Nassè, 2019)

METHODOLOGY

Research Posture

This research is focused on a quantitative approach and on a positivist posture.

Research Procedures

The sampling strategy is a combination of a random sampling and snowballing to save time and to maximise resources. The questionnaire is pre-tested with 10 respondents. The results are exploited to draft the final questionnaire. The final questionnaire is administered again to the consumers.

Sample Size

The sample size is predetermined using the formula $n = (p) (1-p) / (e / Z)^2$ as illustrated by some scholars (Nassè, 2018; Hejase and Hejase, 2013; Ganassali, 2009).

$n = (p) (1-p) / (e / Z)^2$, with p as the selected proportion of an attribute, and, $p=0.50$ or 50%; e is the level of precision here $e= 6\%$, and Z is the number related to the degree of confidence, and in this case $Z=1.96$ or 95% confidence. Thus, $n = (0.5 \times (1-0.5)) / (e / 1.96)^2 = 0.25 / (e / 1.96)^2$. The number of people to interview for a maximum error of 6.0%, then is $n = 0.25 / (0.06 / 1.96)^2 = 267$ people. A sample of 267 respondents is enough for a 6-point error estimate. The entire number of respondents that have participated is 308 and it is very representative.

Research Context

The research is conducted in Ghana, in the Wa Municipality for one year. Wa municipality has a multicultural and a cosmopolite population.

Data Analysis

The data is analysed using Sphinx IQ. The data is computed into the software and then, it is analysed to bring out both descriptive and inferential statistics.

Ethical Implications

The ethical measures and guidelines for a scientific research are observed to encourage respondents to participate. Thus, the data was handled with high level of confidentiality and strictly used for the purpose of this research (Creswell, 2009 ; Nassè, 2018 ; Nassè, 2022).

RESULTS AND DISCUSSION

The total number of respondents is 308, with 29 (09.4%) being women and 279 (90.6%) being men. In addition, 141 (45.8%) respondents are single, 68 (22, 1%) respondents are engaged, 93 (30.2%) respondents are married, and 06 (1.9%) respondents are divorced. Finally, 79 (25.6%) respondents are illiterate, 60 (19.5%) respondents have a primary school education level, 95 (30.8%) respondents have a secondary school education level and 74 (24%) respondents have a university education level.

Results Concerning Hypothesis 1

Table 1: Data of hypothesis 1

Variables	Results	Relationship
"Alcohol consumption" and "Household conflicts"	$p= <0.01$; $\chi^2= 434.46$; $dof= 11$.	Very strong
* $p <0.05$		

(Source : fieldwork, 2019)

The findings in Table 1 show a statistically significant link between the variables. Thus, the first hypothesis is confirmed and the null hypothesis is rejected.

- **H₁**: Alcohol consumption is strongly associated with household conflicts.

Results Concerning Hypothesis 2

Table 2: Data of hypothesis 2

Variables	Results	Relationship
"Alcohol consumption" and "Street conflicts"	$p = < 0.01$; $\chi^2 = 108.67$; dof = 11.	Very strong
*p < 0.05		

(Source : Fieldwork, 2019)

The findings in Table 2 show a significant link between the variables. Thus, the alternate hypothesis is confirmed and, the null hypothesis is rejected.

- **H₂**: Alcohol consumption is strongly associated with street conflicts.

Additional Results

The graph of results shows a strong association between the different variables.

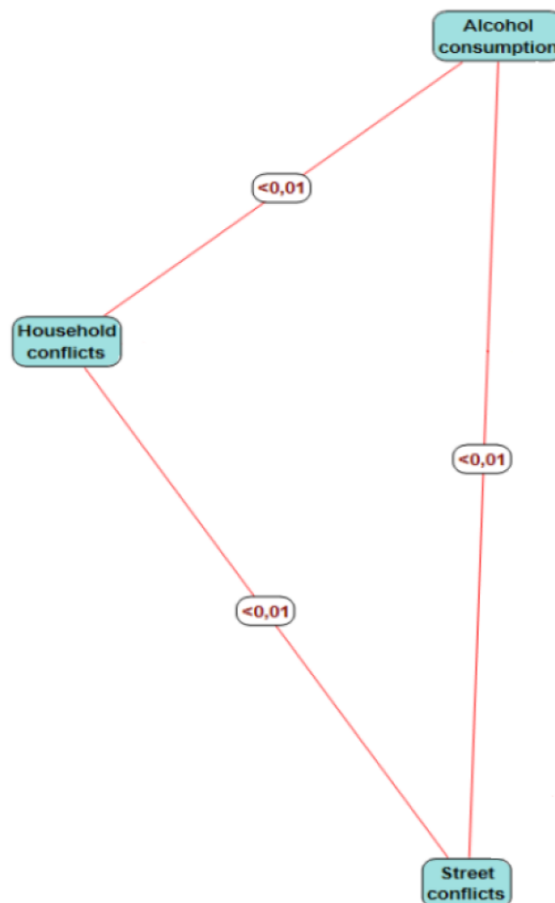


Figure 2 : Graph of Relationship

(Source : Fieldwork, 2019)

DISCUSSION

Discussion of Results Concerning Hypothesis 1

Some researchers have shown gender dissimilarities in alcohol intake with the predominance of men when it comes to alcohol abuse (Wilsnack et al., 2000). Findings by some eminent scholars such as Testa et al. (2014), Dery and Diedong (2014) have revealed that alcohol abuse is a source of violence on women in the household. In other contexts, alcohol consumption is a source of

multidimensional conflicts (Nassè, 2019; Nassè, 2020) in Burkina Faso. For Shiva, Shukla, and Chandra (2021), and Nassè (2019) alcohol related conflicts are associated with gender-based violence and triggered by relationship issues. Nevertheless, this research finding indicates a link between alcohol consumption and household conflictual situations, what can also be a contributive factor to the rate of divorces between couples in the context of Ghana. In addition, there is a violent abuse of children and mothers by the intoxicated father as a household manifested social problem both in urban and rural sectors.

Discussion of Results Concerning Hypothesis 2

The relationships between alcohol consumption and street conflicts have been demonstrated in another context by Nassè (2019) and Benyera (2017). The alcohol related conflicts can be both verbal and or physically violent (Nassè, 2019). In addition, alcohol abuse is found to be the source of gender conflictual situations with household violence and child abuse (Benyera, 2017). All the same, this research indicates an association between alcohol consumption and street conflicts in the context of Wa with unemployed idle youth who indulge in excessive alcohol intake and other nocive substances to keep them hyper and excited as a way out of depression. This trend among the male youth and young adults in particular influences them into social vices such as streetism, violence, delinquency, misbehaviors and other related issues.

CONCLUSION AND IMPLICATIONS

An abusive intake of alcohol can accentuate conflictual situations, whereas a moderated intake of alcohol could reduce the effects of conflictual situation. The findings demonstrate that alcohol consumption without moderation generates household conflicts and street conflicts in the context of Wa.

Implications

For managerial implications, this research is a threshold for industry players to rethink segmentation strategies of the beverage market following consumer's needs and expectations by applying demarketing tactics in the alcoholic beverage sector. It is important to encourage a build up of some responsible and ethical advertising slogans that promote a good consumption culture by minimising the unintended effects. It is also good to promote local products for instance by industrialising the production of traditional beverage such as "pito", a natural beverage with a low rate of alcohol. The conceptual implications of the research highlights the constructs of alcohol consumption in a specific African context where the intake of alcohol is a mixture of traditional beverages and modern beverages. The construct of conflict is also enriched into two different types of conflicts related to consumption in the African context. The theoretical implications helps to understand that psychosocial and cultural factors such as stress, unemployment, work-life challenges, hostility, depression, hopelessness, and social life, influence consumer's choices and thus, they affect the way consumers purchase, consume and engender conflicts.

FUTURE PERSPECTIVES

The future research will deal with consumption and conflicts related to other products rather than alcohol.

ACKNOWLEDGEMENTS

The authors would like to thank respondents and the editorial board of the Royal Journal of Business Management. We are also grateful to the editorial board of the International Journal of Management & Entrepreneurship Research.

REFERENCES

- Al-Hyari, K., M., Alnsour, G., Al-Weshah, & Haffar, M. (2012). Religious beliefs and consumer behaviour: from loyalty to boycotts. *Journal of Islamic Marketing*, 3(2), 155-174.
- Amankwaa, A. A., Reed, W., & Owens, De' A. (2012). Church attendance and alcohol consumption level: reasons for not drinking alcohol among college students. *International Journal of Humanities and Social Science*, 2(4), 1-8.
- Awedoba, A. K. (2011). *An ethnographic study of Northern Ghanaian conflicts: towards sustainable peace*. Accra, AC: Sub-Saharan Publishers.
- Bagozzi, R., Abe, S., Wong, N., & Bergami, M. (2000). Cultural and situational contingencies and the theory of reasoned action: application to fast food restaurant consumption. *Journal of Consumer Psychology*, 92(2), 97-106.
- Banyte, J., & Matulioniene, L. (2005). The singularities of the cultural element in consumer behavior. *Innovative Marketing*, 1(1), 33-39.
- Bazié, J. (2011). *Comprendre la communication en milieu traditionnel*. Ouagadougou, OR : Les Presses Africaines.
- Benyera, E. (2017). Domestic violence, alcohol and child abuse through popular music in Zimbabwe: a decolonial perspective. *Gender & Behaviour*, 15 (1), 8231- 8248.
- Creswell, J. W. (2009). *Research design: qualitative, quantitative and mixed methods approach*. California, CA: Sage Publication.
- Dery, I., & Diedong, A. L. (2014). Domestic violence against women in Ghana: an exploratory study in Upper West Region, Ghana. *International Journal of Humanities and Social Science*, 4(12), 228-244.
- Dollard, J., Miller, N. E., Doob, L. W., Mowrer, O. H., & Sears, R. R. (1939). *Frustration and aggression*. New Haven, NH: Yale University Press.
- Ganassali, S. (2009). *Les enquêtes par questionnaires avec sphinx*. Paris, PA: Pearson Éducation.
- Hejase, A. J., & Hejase, H. J. (2013). *Research methods, a practical approach for business students (Second ed.)*. Philadelphia, PH : Masadir Inc.
- Institut national de la statistique et de la démographie, (2010). *Recensement général de la population et de l'habitat 2006, rapport définitif*. Ouagadougou, OR : INSD.
- Murphy, C. M., Winters, J., O'Farrell, T. J., Fals-Stewart, W., & Murphy, M. (2005). Alcohol consumption and intimate partner violence by alcoholic men: comparing violent and nonviolent conflicts. *Psychology of Addictive Behaviors*, 19(1), 35-42. <https://doi.org/10.1037/0893-164X.19.1.35>
- Nassè, T. B., Nangpiire, C., Mahama, I., & Kosoe, E. (2023). Simplicity, moderation and sensitization as preventive measures to excessive alcohol intake and intra-religious conflicts in the African context. *Royal Journal of Business Management*, 2(1), 77-87.
- Nassè, T. B. (2022). Religious practices and consumption behavior: why and how Christian consumer's needs and expectations in the West African context are crucial. *International Journal of Social Sciences Perspectives*, 11(2), 124-136. <https://doi.org/10.33094/ijssp.v11i2.680>
- Nassè, T. B. (2020). Investigating religious beliefs, consumption and interreligious dissimilarities and similarities in low-income countries: a mixed research with reference to Traditionalist, Christian and Muslim consumers in Burkina Faso. *International Journal of Social Sciences Perspectives*, 7(2), 71-80.
- Nassè, T. B. (2019). Alcohol consumption and conflicts in developing countries: A qualitative and a quantitative research concerning Christian consumers in Burkina Faso. *African Journal of Business Management*, 13(15), 474-489.

Nassè, T. B., Ouédraogo, A. & Diop, F. (2019). Religiosity and consumer behavior in developing countries: An exploratory study on Muslims in the context of Burkina Faso. *African Journal of Business Management*, 13(4), 116-127.

Nassè, T. B. (2018). *Pratiques religieuses et comportement de consommation dans un contexte africain : une étude exploratoire sur les consommateurs au Burkina Faso. Thèse de Doctorat en sciences de Gestion, spécialité marketing. Ouagadougou, OR : Université Aube nouvelle en cotutelle avec l'Université Cheikh Anta Diop.*

Nassè, T. B., Ouédraogo, A. & Diop, F. (2016). L'influence de la religiosité sur les comportements des consommateurs à l'égard des boissons industrielles non alcoolisées : une étude quantitative et une étude qualitative portant sur les musulmans dans le contexte du Burkina Faso. *Journal Ouest Africain de Sciences de Gestion*, 1(2), 1-28.

Nassè, T. B. (2012). *How to succeeding in Church missionarial work in West Africa.* Saarbrücken, SA: Lambert Academic Publishing.

Nassè, T. B. (2006). *Kasim borrowings from English: an evidence from Burkina Faso. A master thesis.* Ouagadougou, OR: University of Ouagadougou.

Nayeem, T. (2012). Cultural influences on consumer behavior. *International Journal of Business and Management*, 7(21), 79-91.

Ritchie, H., & Roser, M. (2020). Alcohol consumption. Published online at OurWorldInData.org. Retrieved from: '<https://ourworldindata.org/alcohol-consumption>' [Online Resource]

Shiva, L., Shukla, L. & Chandra, P.S. (2021). Alcohol use and gender-based violence. *Current Addiction Report* 8, 71-80. <https://doi.org/10.1007/s40429-021-00354-y>

Sudaryanto, S., Imam, S., Anifatul, H., Jaloni, P. and Taskiya, L.U. (2021). Impact of culture, brand image and price on buying decisions: evidence from East Java, Indonesia. *Innovative Marketing*, 17(1), pp. 130-142. doi:10.21511/im.17(1).2021.11

The United Bible Society, (1994). *Good news Bible.* New York, NY: Bible Societies, Harper Collins.

Valentine, G., Jayne, M., Gould, M., & Keenan, J. (2010). Family life and alcohol consumption: A study of the transmission of drinking practices. *Joseph Rowntree Foundation*, 1(1), 4-59.

APPENDICES

Table 3: Religious affiliation of respondents

Religious affiliation	Number of respondents	Percentage
Christians	224	72.7%
Muslims	12	3.9%
Traditionalists	72	23.4%
Total	308	100%

(Source : fieldwork, 2019)

Table 4: Age of respondents

Age	Number of respondents	Percentage
10 - 25 years old	83	26.9%
26-35 years old	129	41.9%
36- 45 years old	84	27.3%
46- and above	12	3.9%
Total	308	100%

(Source: fieldwork, 2019)

Table 5: Profession of respondents

Profession	Number of respondents	Percentage
Public employee	06	1.9%
Private employee	230	74.7%
Unemployed	72	23.4%
Total	308	100%

(Source: fieldwork, 2019)

Table 6: Social status of respondents

Social status	Number of respondents	Percentage
Very poor	6	1.9%
Poor	147	47.7%
Rich	149	48.4%
Very rich	6	1.9%
Total	308	100%

(Source: fieldwork, 2019)

Table 7: Residence of respondents

Residence	Number of respondents	Percentage
Wa town	302	98.1%
Other areas	06	1.9%
Total	308	100%

(Source: fieldwork, 2019)

The Theoretical Foundations and Antecedents of The Sector Approach

L. Rajhi

THE SECTOR CONCEPT: BETWEEN AMBIGUITY AND RENEWED INTEREST

The concept of sector is a very old concept which goes back etymologically to the 1380s and designated "an instrument intended to stretch threads". The founding works of the notion of supply chain date back to between the two world wars (Mason, 1939). Later, in the early sixties, J. Le Bihan, L. Malassis and M. Bourgon carried out the first work on the upstream and downstream relationships of agriculture.

The concept of agri-food chain emerged following the work of Davis, Goldberg and Leontief (1957) during the era of industrialization. Goldberg (1968) thus completed this macroeconomic analysis with a microeconomic analysis by studying the wheat, soybean and citrus sectors, hence the birth of the sector approach. There are many definitions of the concept of sector. they tell us about the extent of its field of application and the ambiguity of this concept.

- For Ludovic Temple (2011) the sector is an alternative and complementary economic category to the notion of branch or sector.
- Tolédano (1978) defines the sector as being "a set of branches which maintain more intense exchanges with each other than with the others, it is in fact an articulated set of integrated economic activities".
- JC Montigaut defined the sector as being: "all closely intertwined activities, vertically linked by belonging to the same product (or very similar products) and whose purpose is to satisfy the consumer. (Montigaut, 1992). It is also defined according to Helfer (1996) as "the sequence of transformation stages undergone by a product from the production of the raw material to the sale to the consumer".
- For Malassis (1995), "the supply chain refers to the itinerary followed by a product (or a group of products) within the agri-food system; it concerns all the agents (companies and administration) and operations (production, distribution, financing) which contribute to the formation and transfer of the product until its final stage of use, as well as the mechanisms of 'adjustment of the flows of factors and products, along the value chain and at its final stage'.

Michel Labonne specifies that contrary to the traditional approaches unable to apprehend the complexity of the agro-alimentary field "The sector approach has an operational range because it leads to consider the problems of organization and regulation by including the activities of production, transformation and distribution of agro-food products",

The supply chain approach has also given rise to several criticisms. Theoretically, the notion of sector concerns a very similar product or category of products, whereas in reality, companies are more and more diversified and therefore operate simultaneously in several sectors, moreover this notion of sector does not have a theoretical status defines.

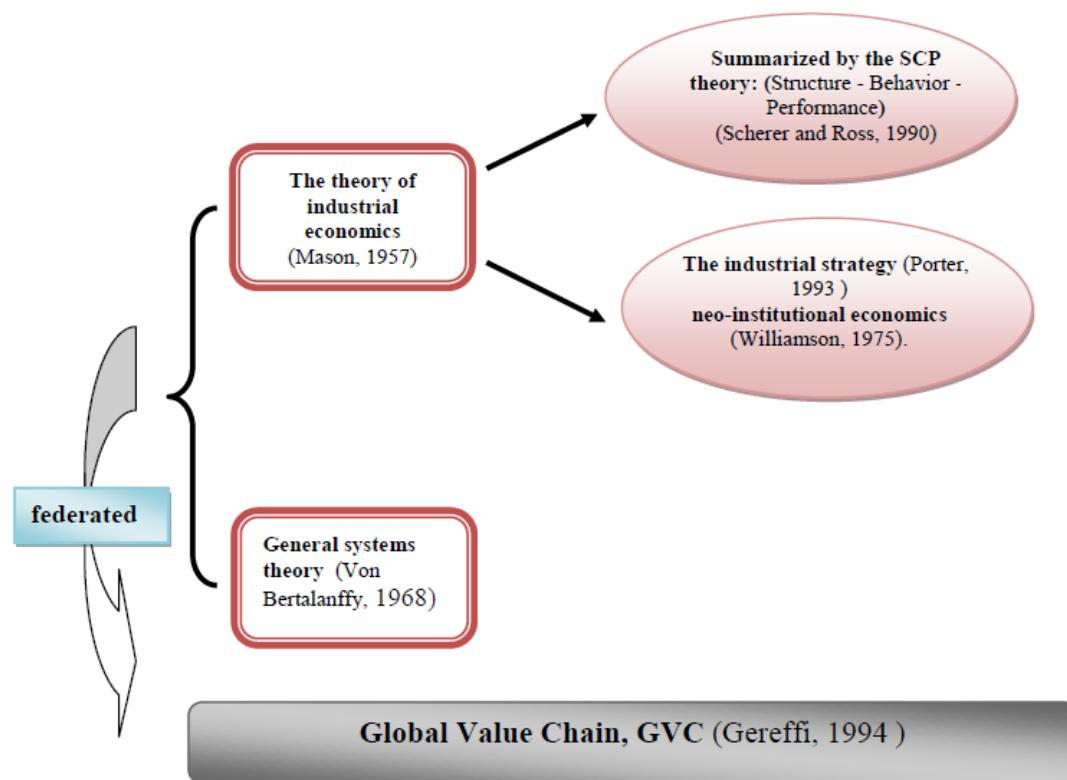
Michel Labonne (2008) also criticizes the supply chain approach for being "a concept widely used to deal with various issues from very different methodologies to the point that there is today confusion as to the exact perception of the concept".

Beyond these criticisms and reluctance, the notion of supply chain regained interest during the 1990s, According to Bencharif and Padilla (2001) for developing countries following the liberalization of their economies, for developing countries developed thanks to new trends in food product traceability requirements and the scattering of business activities on an international scale, particularly through multinational firms.

in the following party of this article, we try to propose a reading of the theoretical foundations and antecedents of the sector approach inspired by affiliation proposed by Rastoin (2006) which illustrates the diversity of the concepts linked to this approach. We focus on the complementarity between these different approaches and their contributions in the sector analysis.

THE THEORETICAL FOUNDATIONS AND ANTECEDENTS OF THE SECTOR APPROACH

These different foundations can be summarized by the following diagram:



According to Mason (1939), the founding work of the chain concept dates back to between the two world wars. They gave birth to a branch of economics called: industrial economy (Industrial organization) whose approach is summarized by the SCP theory (Structure - Behavior - Performance) of Scherer and Ross, 1990 and has been the subject of development within of 2 theoretical currents:

- industrial strategy (Julien and Marchesnay, 1997) whose best-known representative is Mr. Porter (Porter, 1993)

- neo-institutional economics (whose main currents are those of transaction costs (Williamson, 1975) and the economics of conventions (Boltanski and Thévenot, 1987, Eymard-Duvernay, 1989). It is also known by the sociology of organizations.

The general theory of systems first imagined by biologists (von Bertalanffy, 1968) and subsequently transposed to the field of economics and management (Lemoigne, 1977) also represents one of the theoretical foundations of the supply chain approach.

These different approaches to sector analysis are complementary, the approach of the Global Value Chain, CGV (Gereffi, 1994) represented a unifying framework that unified these different approaches (Rastoin and Bencharif, 2007).

The Industrial Economy (IE) Approach: Functional or Sectoral Analysis

The analysis of the first industrial systems dates back to 1819 thanks to the work of Jean Baptiste Say, however IE was not recognized as an independent field of investigation until 1930 thanks to the work of Chamberlin, Mason and Bain.

According to Angelier (1993), industrial economics is in fact the part of economics that studies the functioning of industries and companies taking into account the phenomena of imperfect information, uncertainties, transaction costs, entry barriers, etc.

The theory of industrial economics has been summarized by the SCP theory. In industrial economics, there is a unidirectional causal relationship linking the structure of the market (number of service providers, respective market shares and level of competition) to the behavior of the firms involved (price competitiveness, price-quality balance) and to economic performance. This SCP (structure-behaviour-performance) paradigm was devised by Mason (1939) and later refined by Bain (1968)

The SCP Theory (Structure - Behavior - Performance):

According to Bain (1951) the fundamental idea of the SCP approach is that the structures of an industry determine behavior and influence performance in that industry. Firms' performance is therefore determined by market structures.

The SCP approach is of great interest for the sector analysis due to the fact that thanks to the causal relationship between the three poles: structure - behavior - performance, we can study the need or not for a public intervention policy in the level of a sector at the level of the different links: agro-supplies, agriculture, food industry, distribution and consumption

The SCP approach was strongly criticized from the 1980s by the industrial strategy whose best known representative is M. Porter proposing new perspectives.

Industrial Strategy: Mr. Porter's Model of Competitive Advantage:

The best-known representative of the strategic approach or industrial strategy is Mr. Porter (Porter, 1993). The central idea of this theory is that structures and behaviors interact in two directions

This model is based on five forces:

- competitive intensity: rivalry between companies in the same sector,

- the bargaining power of customers,
- the bargaining power of suppliers,
- the threat of new entrants, and
- the threat of substitute products

The company's activity is part of a larger flow of activities that Porter (1993) describes as a "value system" and which "includes suppliers who provide the means of production (raw materials, components, tools, external services) to the firm's value chain" and the successive distributors up to the final buyer.

This value system therefore corresponds to a combination of value chains and which represents, to our knowledge, the first theoretical antecedent of the idea of global value chain, CGV developed by Geréfi (1994).

Porter reformed the perfect competition model of SCP theory and retained the imperfection hypothesis. Moreover, in his theory, Porter did not emphasize the importance of the intervention of institutions as key actors controlling competition in a sector. Something that has been strongly criticized by the theory of neo-institutional economics, particularly for agri-food sectors experiencing significant institutional interventionism in their operation. The founder of this theory is Coase (1937).

Neo-Institutional Economics:

The main theories of neo-institutionalist are those of the economics of conventions (Boltanski and Thévenot, 1987, Eymard-Duvernay, 1989) and the theory of transaction costs (Williamson, 1975).

The important intervention of institutions in the functioning of agri-food chains gives crucial importance to this theory, the founder of which is Coase (1937). have been taken up by economic historians (North, 1981), legal and economic scholars (Posner, 1981), game theorists (Schotter, 1981) and organizational economists (Alchian and Demsetz, 1972; Nelson and Winter, 1982; Grossman and Hart, 1987).

The main currents of neo-institutionalist theories are:

- The theory of transaction costs (Williamson, 1975) with a large place given to institutions. Initially, transaction costs were equated only with the costs of using the market (Coase, 1937). Later the concept was extended to the costs of the various control and supervision systems relating to contract problems (Williamson 1990). Transaction costs are the "costs of operating the economic system" (Arrow, 1969). They are described as including all the costs of "governance", of regulation generated either by a bureaucratic industrialist, or by a market system composed of independent producers coordinated by a price mechanism (Neimark and Tinker 1987).
- The theory of the economy of conventions which minimizes the role of the market as the only means of regulation and orientation (Boltanski and Thévenot, 1987, Eymard-Duvernay, 1989). It is close to the sociology of organizations.

The central hypothesis of the economy of conventions consists in arguing that "the agreement between individuals, even when it is limited to the contract of a commercial exchange, is not possible without a common framework, without a constitutive convention (H. Simon, 1961) thus,

unlike a contract, where every detail must be explained, when there is an agreement, "the expected behaviors do not need to be known in advance, written then ordered in order to be obtained". (André Orléan, 1997). We are thus in the domain of compromise.

Furthermore, transaction costs remain difficult to measure. Moreover, according to Rastoin (2010) both neo-institutional economic approaches and IS approaches were static. They make it possible to deal in depth with certain problems of organization and coordination of actors in the sectors, but they are little interested in the overall economic characteristics and the performance of the sectors very influenced by the environment which surrounds them.

The use of the systemic approach, the founder of which is L. Von. Bertalanffy (1971) could constitute a solution of the fact that this approach is a model of thought which considers that the behavior of an individual is comprehensible only if we take into account the context which surrounds it

Systemic Approach

The concept of system was introduced for the first time by the Austrian biologist Ludwig Von Bertalanffy in the 1950s considering that to understand sets, it is necessary to know not only the elements but also their relations and their interactions with the environment. This lends itself perfectly to the sector analysis.

According to Bertalanffy (1971) The goal of "general systems theory" is to formulate valid principles for any system regardless of the nature of the elements that compose it and the relationships that connect it.

According to De Rosnay, a system is "a set of elements in dynamic interaction, organized according to a goal". According to Goldberg (1968).

According to Rastoin (1995), we can represent a sector by a systemic model which takes into account the interactions between actors.

At the end of the analysis of these different approaches to sector analysis (the SCP approach, Porter's theory of competitive advantage, the neo-institutionalist approach, the systemic approach). These different sector analysis approaches seem complementary, in particular because the sector is a complex object that requires a multidisciplinary analysis.

The following table explains how each of the above approaches complements the other and how it contributes to value chain analysis.

Complementarity between the different approaches and their contributions to sector analysis

Approach		Contribution compared to other value chain analysis approaches.	Contribution to the sector analysis
EI	SCP	It made it possible to summarize the IS chain of reasoning	It has made it possible to go beyond micro and macro-economic analyzes and it makes it possible to study the need or not for a public policy.
	Industrial strategy	Clarifies that structures and behaviors interact in both directions	Associates the sector with a combination of value chain: necessary solidarity between the links of the chain to achieve competitiveness.
	Neo-institutional economics	took institutions into account in the economic analysis	Allows you to choose the mode of governance that results in the lowest transaction costs.
Systemic approach		A global vision that focuses on the global economic characteristics and the performance of the sectors.	Associates the sector with a system that takes into account the interactions between the different actors.

Source : personal elaboration.

These complementary approaches still lack the unifying framework whose production was stimulated by the phenomenon of globalization according to Gereffi and Korzeniewicz (1994). This unifying framework is according to Rastoin and Bencharif (2007): the methodological framework called Global Value Chain, one of the promoters of which is G. Gereffi. This approach takes up the notion of value chain already developed by Porter to give new impetus to the notion of value creation in a context of globalization of the economy in general and of the FAA in particular. This approach deepens the notion of governance already developed by the theory of neo-institutional economics.

The Global Value Chain (GVC) Approach: The Notion of Value Regains its Importance

During a conference bringing together researchers working on globalized sectors or industries, and who noted the diversity of approaches and designations on this theme (Bair, 2005; Gereffi et al., 2001), the concept of Global Value Chain (GVC) was born.

A CGV is an inter-organizational network built around a product, which connects households, companies and States within the world economy (Palpacuer, 2000). A CGV can be described through 4 elements :

- a sequence of activities from design to completion (structure and input/output flows);
- a geographic and economic space, estimated through the location and concentration of activities (market share) and international trade;
- an institutional context (public policies, regulations, conventions and public or private standards);
- a system of governance (power relations that determine the allocation of human, financial and material resources in the CGV)

Value has been a central theme of reflection in economic thought and management science, from Marx and the neo-classics to the present day. The CGV approach seems to be the approach that has insisted the most on this notion of value. Research on the concept of CGV is more a matter of

strategy and has the study population of Multinational Firms which, for reasons of more favorable production costs, tend towards setting up in developing countries and are turning towards coordination. activities with the various stakeholders in a logic of capturing value throughout these chains. The concept of GVC also stands out for its proposal of a "contextualized" vision of the notion of governance. As underlined by Gereffi (2005), the variety of governance possibilities offered to multinational firms takes into account the context of the country of establishment, the nature of the product and its degree of complexity, in order to better capture value and take advantage of it. of the globalization of the chain.

Ludovic et al (2011) confirm that sector analysis finds new vigor in management sciences through the global value chain approach, positioned at the border of economic sociology and business practices. They specify that the analysis of the contemporary sector offers an updated vision of many questions raised by the transformation of world agriculture.

Thus, in terms of these theoretical foundations and antecedents of the value chain approach, it will be useful for us to mention the importance that the notion of value creation has gained through the last unifying approach of all its previous ones. The CGV approach is the approach that allows us to better understand the formation of value along the stages of the development of the agro-food product, that is to say throughout the chain. The global economic crises and the difficulties faced by the agri-food industries due to the health crisis of COVID 19, the increase in oil prices and recently the war of Russia and Ukraine give more and more importance and the legitimacy of the in-depth study of the creation of value throughout the links of the sector and through the various elements of the CGV.

In addition, the sector approach recently deepened and federated by the CGV approach continues to take on and regain importance thanks to the growing need for knowledge of the traceability of food products in order to gain more and more consumer confidence in worldwide.

REFERENCES

- ADEFI, (1978), Filières industrielles et stratégies, colloque Economie industrielle, Economica, Paris.
- BEAMON B.M., (1998), Supply chain design and analysis : Models and methods, international journal of production economics, n° 55, Elsevier : 281-294
- BENCHARIF A. (1993). Etude sur les stratégies d'entreprises dans la filière céréales en Algérie: Structures et dynamique : 1964-1991, ENIAL Alger/CIHEAM-IAM, Montpellier.
- BENCHARIF A., CHAULET C., CHEHAT F., KACI M., SAHLI Z. (1994). Le blé, la semoule et le pain: la filière algérienne des blés depuis 1962, enjeux et
- BERTALANFFY L. von, (1968), General System Theory, George Braziller Inc., New York
- DAVIRON B., GIBBON P. [2002], « Global commodity chains and African export agriculture », Journal of Agrarian Change, Vol. 2, n° 2, p. 137-162.
- DOLAN, C. and HUMPHREY, J. (2000) „Governance and Trade in Fresh Vegetables: The Impact of UK Supermarkets on the African Horticulture Industry”, Journal of Development Studies, 147–76.
- DOLAN, C. and HUMPHREY, J. (2004) „Changing Governance Patterns in the Trade in Fresh Vegetables between Africa and the United Kingdom”, Environment and Planning A, 491–509.

- GEREFFI G., HUMPHREY J., STURGEON T. (2005), « The governance of global value chains », *Review of International Political Economy*, Vol. 12, n° 1, p. 78-104.
- GEREFFI, G. (1994) „the Organization of Buyer-Driven Global Commodity Chains:
- GEREFFI, G. (1999) „International Trade and Industrial Upgrading in the Apparel
- GEREFFI, G. and KAPLINSKY, R. (2001) „The Value of Value Chains”,
- GEREFFI, G. and KORZENIEWICZ, M. (1994) *Commodity Chains and Global Capitalism*, Westport: Praeger.
- GEREFFI G., HUMPHREY J., STURGEON T., (2005), *The governance of global value chains*, *Review of International Political Economy*, 12 :1, February: 78-104
- GRIFFON M. (2002), *Filières agroalimentaires en Afrique : comment rendre le marché plus efficace ?*, DGCID, Série Rapports d'Etude, Ministère des Affaires Etrangères, Paris.
- GOLDBERG R. (1957), *a concept of agribusiness*, Harvard University Press, Boston (MA).
- GOLDBERG, R.A., (1968), *Agribusiness co-ordination, A system approach to the Wheat, Soybean and Florida oranges economies*, Harvard Business School, Boston, 256 p.
- GOLDBERG, R.A., DAVIS, M., (1957), *A concept of Agribusiness*, Harvard university, Boston, 136 p.
- HUMPHREY, J. (2003) “Globalization and Supply Chain Networks: The Auto Industry in Brazil and India”, *Global Networks*, 121–41.
- HUMPHREY, J. and SCHMITZ, H. (2000) „Governance and Upgrading: Linking Industrial Cluster and Global Value Chain Research”, *IDS Working Paper*, 120, Brighton: Institute of Development Studies, University of Sussex.
- HUMPHREY, J. and SCHMITZ, H. (2002) „How Does Insertion in Global Value Chains Affect Upgrading in Industrial Clusters?” *Regional Studies*.
- JULIEN, P.A., MARCHESNAY, M., (1997), *Economie et stratégies industrielles*, *Economica*, série Economie-poche, Paris, 112 p.
- KAPLINSKY R.K., (2004), *Spreading the Gain from Globalization : What Can Be Learned from Value-Chain Analysis ?*, *Problems of Economic Transition*, Vol. 47, N° 2 : 74-115
- KAPLINSKY R. (2000), « Globalization and unequalization: what can be learned from value chain analysis ? », *Journal of Development Studies*, Vol. 37, n° 2, p. 117-146.
- LABONNE M. (1989), « sur le concept de filière en économie agroalimentaire »
- LAURET F., PEREZ R., (1992), *Méso-analyse et économie agroalimentaire*, *Economies et Sociétés – Cahiers de l'ISMEA*, série n°6 Développement agroalimentaire, AG, n°21, Grenoble : 99-118
- LEMOIGNE J.L., (1977), *La théorie du système général, théorie de la modélisation*, P.U.F., Paris
- MALASSIS L. (1973), *Economie agroalimentaire. Economie de la consommation et de la production agroalimentaire*, Cujas, Paris.
- MALASSIS L., (1983), *Filières et systèmes agroalimentaires*, *Economies et Sociétés – Cahiers de l'ISMEA*, série Développement agroalimentaire, AG, n°17, Grenoble
- MALASSIS, L., GHERSI, G., (1996), *Traité d'économie agro-alimentaire, tome I, Economie de la production et de la consommation, méthodes & concepts*, Cujas, Paris, 392 p.

- MALASSIS, L., (1997), Les trois âges de l'alimentaire, T. 2, l'âge agro-industriel, 1997, Ed. Cujas, Paris: 367 p.
- MALASSIS, L.; PADILLA, M. 1986. Economie Agro-Alimentaire, III: l'Economie Mondiale, Cujas, 450 p.
- MALASSIS L., (1979), Economie agro-alimentaire, Tome I, Cujas.
- MASON E.S., (1939), Price and Production Policies of Large Scale Enterprise, American Economic Review, Vol. 29, N° 1 : 61-74
- MONTIGAUD J.-C. (1992), « L'analyse des filières agroalimentaires : méthodes et premiers résultats », Economies et Sociétés, Série
- MORVAN, Y., (1991), Fondements d'économie industrielle, Economica, Paris, 639 p.
- PETIT M., RASTOIN J.L., REGNAULT H., (coord.), Libéralisation agricole et pays en développement, Régions et Développement, n° 23, Le Harmattan, Paris : 215-245
- PEREZ R. (1983), « Introduction méthodologique sur l'articulation filières-stratégies », in Adefi (éd.), L'analyse de filière, Economica, Paris, p. 69-74.
- PEREZ, R., RASTOIN, J.L., (1989), Les stratégies agro-industrielles, Economies et Sociétés, série AG, n° 7, P.U.G., Grenoble, 225 p.
- PORTER, M., (1993), L'avantage concurrentiel des nations, InterEditions, Paris, 883 p.
- RAIKES P., FRIIS JENSEN M., PONTE S., (2000), Global commodity chain analysis : comparison and critique, Economy and Society, Vol. 29, n° 3, Rutledge, Abingdon : 390-417
- RASTOIN, J.L., (1995), Dynamique du système alimentaire français, Economie et Gestion agroalimentaire, N° 36, juillet , Cergy : 5-14
- RASTOIN J.L., (2000), Une brève histoire économique de l'industrie alimentaire", Economie Rurale, SFER, n° 255-256, janvier-avril, Paris : 61-85
- RASTOIN J.L., GHERSI G., (2000), La mondialisation des échanges agroalimentaires, Economies et Sociétés, Tome XXXIV, n° 10-11, série Systèmes agroalimentaires, AG, n°24, Les presses de l'ISMEA, Paris : 161-186
- RASTOIN J.L., GHERSI G., (2010), Le système alimentaire mondial, Concepts et méthodes, analyses et dynamiques, Edition : Quae. 584p
- RASTOIN J.-L., Bencherif A., 2007. Concepts et méthodes d'analyse de filières agroalimentaires: application par la chaîne globale de valeur au cas des blés en Algérie. Montpellier
- SCHERER F.M., ROSS D., (1990), Industrial Market Structure and Economic Performance, Houghton Mifflin, Boston
- SCHMITZ, H. and Knorringa, P. (2000) „Learning from Global Buyers”, Journal of Development Studies: 177–205.
- TEMPLE L., LANÇON F., MONTAIGNE E. (2009), « Concepts et méthodes en analyse de filières: application à l'agriculture, aux agro-industries et à l'espace rural », Economies et Sociétés, Série Systèmes Agroalimentaires, n° 31, p. 1803-1811.
- TIENEKENS J., ZUURBIER P., (2000), Chain management in Agribusiness and the Food Industry, Wageningen University Press, Wageningen