

Relationship Between The Determinants Of Economic Democracy And The Marketing Development Of Cassava In The City Province Of Kinshasa

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Abstract – The objective of this article is to analyze the relationship between the determinants of economic democracy and marketing development for a common consumer product in the City of Kinshasa, namely cassava. Through a methodology by a survey carried out among the Kinshasa population, i.e. a sample of 268 from 2020 to 2022. The results showed overall that there is a relationship between the determinant of economic democracy and marketing. However, this relationship based in a positive direction for the development of certain variables and negative for others. Indeed, we note that the quantity of cassava supplied per month is positively influenced by eating habits, as well as the low price policy and the purchasing unit. On the other hand, the daily bread consumption strategy in a household has no influence on the NICT innovation strategy.

Keywords – Economic democracy, marketing, marketing development, Kinshasa.

INTRODUCTION

Marketing has today become a discipline from which many companies cannot escape. It has conquered enormous areas including public and private companies, for-profit and non-profit organizations. Marketing plays a crucial role in identifying the needs and wants of target markets, as well as in the profitable production of desired satisfactions, assuming competition. It makes it possible to identify potential market segments for innovation, to develop clear messages for these segments, to set up appropriate distribution channels and to establish a strong brand image for innovation.

Marketing can also help educate potential customers about the benefits of innovation and identify barriers to adoption. Establishing a relationship between economic democracy and marketing development is increasingly considered a necessity or a pillar for the success of companies or organizations.

Thus, doing such research essentially amounts to asking questions that have found answers to a problem. Thus, through this study, a question remains to be asked: Is there a relationship between the determinants of economic democracy and marketing development? more concretely, what is the most significant determinant of economic democracy which influences development? Is this influence positive, negative or zero?

From the problem stated above and taking into account the place occupied by the consumption of cassava in the City of Kinshasa, we can formulate the following hypotheses based on the theoretical framework of economic democracy.

H1: Eating habits are linked to household size.

H2: The usual purchasing unit of cassava flour used determines the quantity of cassava flour each month.

H3: The quantity of cassava provided per month positively influences eating habits for lunch and dinner.

In order to test these hypotheses, we conducted an empirical study in the context of the City of Kinshasa which still remains little exposed in terms of economic democracy. In fact, the majority of research relating to our study remains very rare.

The objective of this research is to show the importance of economic democracy in marketing and then address the issues and challenges of this democracy for a basic necessity product like cassava. To achieve this objective, our study first deals with the conceptual framework and literature review, then the methodological approach and finally, the presentation of the results and discussion.

I. CONCEPTUAL FRAMEWORK AND LITERATURE REVIEW

I.1. Marketing

I.1.1. Definitions

Several writers have tried to define the concept of marketing. To avoid getting lost in discussions of completeness, we will focus on six definitions:

Marketing is essential for any organization that wants to increase sales of its products or services. Philip Kotler, professor of business strategy and international business at the Kellogg School of Management at Northwestern University in Chicago and author of several publications, describes it as the set of actions, establishments and processes aimed at developing, transmitting, provide and exchange propositions that have value for customers, buyers, partners and the community at large[1].

Biscayart Et Rideau define marketing as the execution of tasks which generate and direct the flow of goods and services from the manufacturer to the customer. Marketing aims to meet the customer's requirements using the product as well as all the elements related to it, from its conception to its delivery and, finally, its consumption[2].

The main goal of marketing is above all to act as an accelerator of exchanges. In order to fulfill this function, it improves the central value of the exchange which is added value. The performance of the marketing department is largely due to its ability to fulfill its role in a constantly expanding economy where trade continues to develop.[3].

Marketing is a series of actions that aim to meet the needs and wishes of customers by offering them appropriate products or services, at the appropriate time, in the appropriate place and at a reasonable price. It involves understanding market expectations, segmenting customers, creating an offering that meets the needs of each segment, promoting products and distributing them effectively. In short, marketing is a customer-centered approach that aims to satisfy their needs by offering appropriate products or services and implementing an effective communication and distribution strategy.[4].

For Lambin, JJ., marketing is a social process oriented toward satisfying the needs and desires of individuals and organizations, through the voluntary and competitive creation and exchange of goods and services that generate value[5].

KOTLER Ph. et Al. describe marketing as “the set of economic and social activities which enable individuals and groups to meet their needs and aspirations by offering, creating and exchanging quality goods and services with others, who have value[6].

I.1.2. Mission of Marketing in the economy and in business

Taking into account an overall view of the economy, the function of marketing in a market economy is to plan free and competitive interaction to ensure an effective meeting between supply and demand for goods and services[1], [5].

This meeting is not fortuitous, but requires the planning of connection events of two distinct categories (see illustration 1.2.):

The material organization of exchange, that is to say, of the physical flows of goods from the place of production to the place of consumption.

The organization of communication involves the flows of information which must precede, accompany and follow the exchange in order to ensure an efficient meeting between supply and demand.

Study of demand and supply

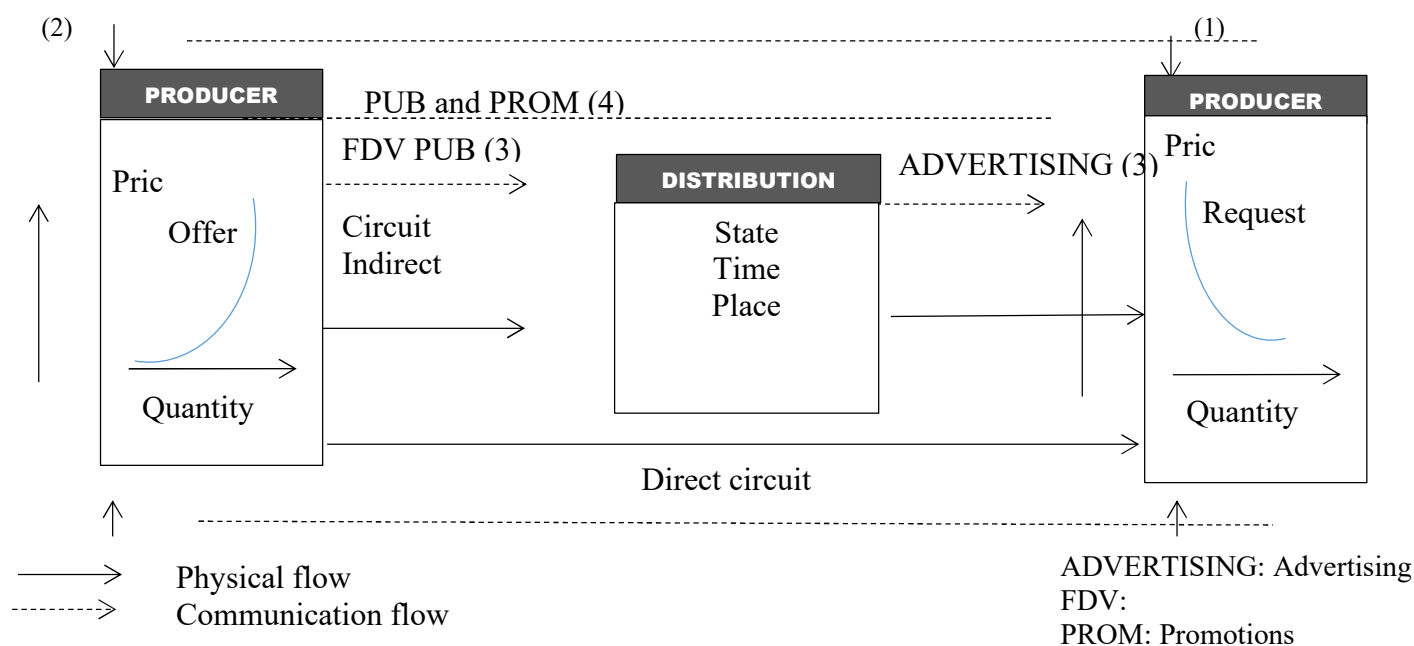


Figure n°1. The mission of marketing in a market economy

Source: Lambin & Peteers (1977).

In the company, the fundamental notions of marketing encompass actions that go from product design to its purchase by the consumer. The product and the customer are at the heart of these approaches, hence the importance of understanding the product life cycle. All of this, of course, falls within the realm of business marketing.

In addition, marketing is responsible for launching the new product or service on the market by planning essential communications and targeting particular markets and customers.

Marketing experts quantify success by assessing the time it takes to break even and comparing units sold to forecasts. Success in marketing is celebrated when the crossover point is reached, i.e. when all development costs are covered and the profit margin is exceeded!

However, the involvement and impact of the marketing team is not limited to this. Their mission also consists of maintaining the product, making it known and interacting with customers. They must represent the brand in collaboration with the sales team, and provide up-to-date information in the field to adapt the initial design and extend the life of the product[7].

An effective marketing function must possess technical skills, product expertise and above all, strong soft skills. Being able to convert qualitative information into a deliverable product is crucial. In short, marketing is of inestimable importance within a business. It allows you to collect the results of the technical team's work and disseminate it to the targeted audience.[8].

A. Creating a seamless customer experience

Today, consumers always demand relevant content anytime, anywhere, regardless of the format or device they choose. For businesses that have grown their online presence, a complementary offline presence provides opportunities to strengthen relationships with loyal customers and discover promising new customers

I.2. Economic democracy

I.2.1. Definitions

Financial democracy is an economic system and method which, by allowing the direct participation of citizens in the making of economic decisions and their implementation, guarantees equitable distribution among all members of society.[9].

Economic democracy, also called participatory democracy, is defined as a socio-economic vision that aims to delegate decision-making power from company managers and shareholders to a broader range of social actors, such as employees, consumers, suppliers, local residents, the general public and future generations (Smith, 2005).

Economic democracy is “a form of governance that should parallel or complement political democracy, represented by parliamentary democracy. In addition to its ethical concerns, financial democracy also has practical objectives, such as overcoming the lack of effective demand inherent in the capitalist system.

I.2.2. The principles of customer sovereignty

In reality, there is a lot of confusion and the fundamental theory of marketing is different. In reality, the ideology behind this approach is based on a theory of individual choices based on the principle of customer sovereignty. This is not a new idea, it was already expressed by the Roman emperor Marcus Aurelius in his meditations on Stoic philosophy: “By serving others, we serve ourselves”.

Furthermore, the principles enunciated by Adam Smith (1776) are also relevant: “Social well-being does not depend on altruistic intentions, but rather on the conjunction, through voluntary and competitive exchange, of the self-interested motivations of producers and consumers”.

Based on the assumption that self-interest is an innate characteristic of most human beings - a behavior that can be criticized ethically but is nonetheless a reality, ADAM SMITH proposes enabling individuals to be themselves while establishing a system that ensures that self-centered people unwittingly contribute to collective well-being. This system is based on competitive and voluntary exchange regulated by an invisible force, namely the selfish pursuit of personal interests which ends up serving the general interest[5].

In contemporary economies, this foundation has certainly been modified by social and societal considerations (externalities, collective preferences, social solidarity, State intervention, etc.), but it nevertheless remains the guiding principle that guides economic activity of all businesses operating in a free competitive market.

Furthermore, it is more obvious than ever that countries that rejected Adam Smith's ideas learned the hard way that they regressed economically. The difficulties of Eastern Europe and the economic resurgence of countries which have resolutely opted for the market economy bear witness to this.

I.3. Marketing, a factor of economic democracy.

Advertising, especially strategic advertising, thus has an essential economic function to fulfill in a market economy because it causes a positive circle of economic growth. The phases of this economic progression are as follows (refer to Figure 1.4).

- Strategic marketing identifies unsatisfied or poorly met needs and develops new products adapted to these expectations.
- Operational marketing sets up a marketing action plan that creates and develops demand for these new products.
- This increased demand leads to cost reductions, which allow price reductions through which new groups of customers enter the market,
- This broadening of the market gives rise to new investments which generate economies of scale and which allow the development of improved or new products.

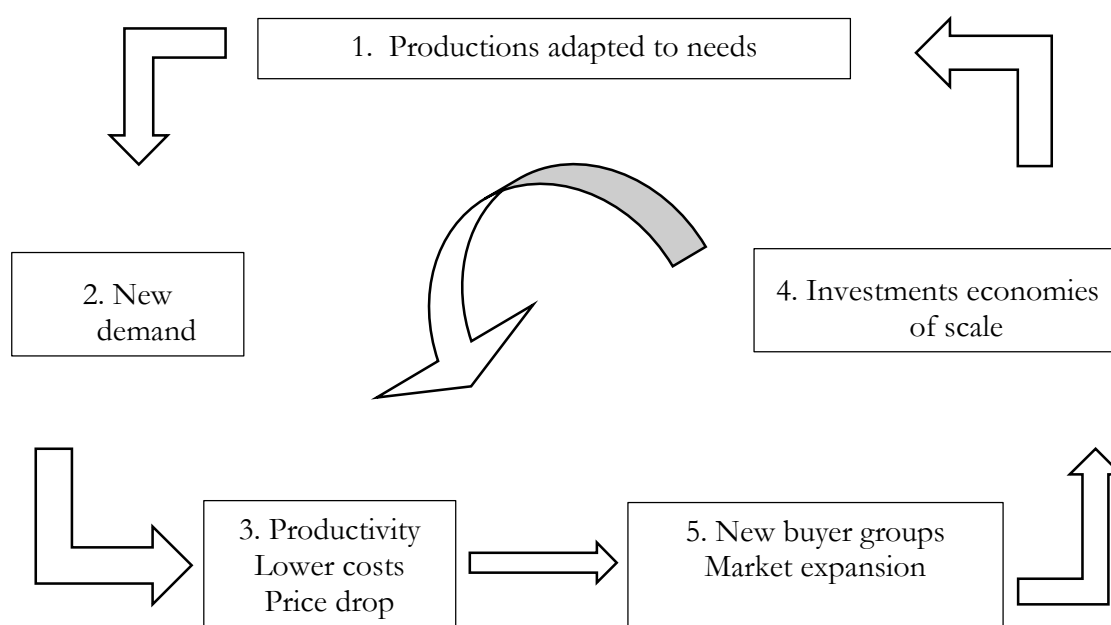


Figure n° 2. The virtuous circle of marketing

Source: LAMBIN, JJ. 2021, p.26

Marketing is an essential factor of economic democracy essentially because it sets up a system which,

- gives voice to customers,
- directs investments and production according to anticipated needs,
- respects the diversity of needs through market segmentation,
- stimulates innovation and entrepreneurial activities.

I.4. Cassava

A. Origin of cassava or importance

Cassava (*Manihot esculanta* CRANTZ) is native to South America. It was introduced to Africa by the Portuguese around the middle of the 16th century. First distributed in Central Africa, it was only reported in West Africa towards the end of the 17th century. Cassava cultivation extends approximately between 30° north and south latitude and within these limits up to 2000 m altitude at most.

In many tropical countries, particularly those with peri-humid climates, cassava occupies a similar place to that of potatoes in temperate regions in terms of caloric contribution for millions of people. Cassava roots provide more than 50% of the total caloric ratio in the Democratic Republic of Congo and Mozambique, and 53% in Angola.[10].

B. Evolution of cassava consumption

In the Democratic Republic of Congo, human consumption of cassava is the highest in the world. On average, a Congolese ingests 453 kg of fresh roots per year, equivalent to 145 kg of cassava flour (FAO, 2000). Cassava leaves, very common in Central Africa, are the most consumed leafy vegetables in the DRC and in Kinshasa in particular, where a household of 7 to 8 people consumes around 4 kg of cassava leaves each week.

Compared to the roots, cassava leaves are rich in protein (6-8 mg/g), iron (3mg/100g), calcium (200mg/100g), vitamin A (100,000-13,000 IU) and vitamin C (140 mg/100g), according to Muchk and Vinck (1984).

C. Types of consumption

As a primary source, cassava ranks fourth in terms of starch, after corn, wheat and potatoes. Starch is used as a raw material for various food and industrial products, such as paper, cardboard, textiles, plywood, glue and alcohol. Biofuel derived from cassava is also in vogue.

Tapioca is part of the *Manihot* genus and includes around a hundred varieties originating in South America, particularly in the Amazon basin. Only one variety (*Manihot esculenta*) is cultivated for its tuberous roots. This variety is native to Brazil[11].

Tapioca is renowned for being a robust plant, with a great capacity to adapt to diverse ecological conditions, often unfavorable to other cultivated species. Its cultivation extends approximately between 30° North and South latitude, and within these limits, up to an altitude of 2000 meters or more. Satisfactory production of tapioca also depends on the variety, the care taken in cultivation, the quality of the seeds, the planting period and the phytosanitary state of the plantation.[12].

In most of the world's humid nations, except Thailand, cassava represents an essential source of carbohydrates. On a global scale, Africa remains the main producer, but it is followed by Asia, whose production, formerly lower than that of Latin America, now significantly surpasses it.

The Democratic Republic of Congo (DRC) ranks fifth globally, just behind Nigeria, Brazil, Thailand and Indonesia, in terms of the quantity of roots produced each year. Cassava is the predominant staple food in the DRC and represents a source of income for around 70% of the population. Local production meets domestic demand and does not need imports, unlike corn and rice which record an increase in imports[13].

According to FAO statistics (2000), the production of cassava roots in the DRC, which was estimated at 19.4 million tonnes in 1995, fell to 15.8 million tonnes in 2000. The reasons for this decline production, which affects yields in rural areas, are multiple. We can cite, for example, the decline in soil fertility, the use of degenerate varieties and inefficient cultivation practices, as well as attacks by pests and diseases which lead to significant yield losses.

II. METHODOLOGICAL APPROACH

II.1. Data collections and sources.

Management science research involves the collection of data in order to answer a specific research question. The most commonly used investigation methods are questionnaires, interviews, online surveys and field surveys. These methods are used to collect data on topics such as attitudes, opinions, behaviors and experiences of participants. It is crucial to choose the appropriate investigation method based on the research question and the composition of the participant sample. The data was collected on the basis of a questionnaire... to a few people from Kinshasa.

II.2. Sampling and sample size

The investigations provided measurable and verifiable indications in relation to the objectives, and should also allow their extrapolation and comparability in space and time. To do this, the samples were chosen to minimize possible bias and are sufficiently representative.

However, to guarantee comparability, monitoring and spatio-temporal evaluation, the sample size is determined according to the demographic weight of each municipality and the rate of consumption in the province.

Thus, to ensure the reliability of the implementation of the surveys, we opted for areas where the number of households to be surveyed per region depends on the administrative distribution and populations.

The sample size is determined based on the desired precision (95% in this case), the time and human and material resources available, as well as the number of indicators to be monitored, based on the results of previous surveys on the same entities. We therefore retained a minimum sample of 268.

II.3. Statistical analysis tools

Validation is carried out using statistical methods to assess the degree of simplification of the link between the groups of variables, the chi-square test, coupled with univariate and bivariate analysis.

The method of statistical data analysis known as univariate analysis focuses on studying a single variable at a time. Its purpose is to describe and explain the characteristics of this variable using measures of central tendency (such as mean, median or mode) and dispersion (such as standard deviation, variance or quartiles). The main objectives of univariate analysis are multiple: it makes it possible to determine whether the data follow a normal distribution, to identify outliers or missing values and to detect associations between different variables. This is therefore an essential step before carrying out a more complex multivariate analysis.

The crucial phase of any scientific work is univariate analysis because it provides an overall perspective of the variable studied before beginning more complex analyses. It promotes a thorough understanding of the structure of the data, the detection of outliers and measurement errors, and the verification of the satisfaction of the assumptions on which subsequent analyzes are based. In other words, univariate analysis guarantees the accuracy and credibility of the results obtained in scientific works. It also allows data to be simplified by summarizing it in the form of descriptive statistics, making it easier to interpret and communicate to a wider audience.

In contrast, the statistical method of bivariate analysis examines the correlation between two variables. It makes it possible to evaluate the presence of a relationship between the two variables, as well as its type (positive, negative or zero) and its strength. This method typically involves using the Pearson correlation coefficient to measure the linear relationship between two continuous variables. It can also be used to compare the means of two groups using t-tests, analysis of variance (ANOVA), or non-parametric tests such as the Mann-Whitney test. Bivariate analysis is a useful technique for examining the relationship between two variables and determining whether or not they are associated, which can help researchers better understand the underlying processes. It is commonly used in the fields of epidemiology, social sciences and other scientific disciplines to explore the relationship between two variables that may be causally related

III. RESULTS AND DISCUSSIONS

There are two hypotheses which are made, namely:

- H0: There is no relationship between the variables, i.e. the variables are independent.
- H1: There is a relationship between the variables, i.e. the variables are dependent.

If $P < 0.05$ we accept H1 and reject H0 or if $\chi^2_c > \chi^2_r$

If $P > 0.05$ we accept H0 and reject H1. $\chi^2_c < \chi^2_r$

Despite the above, it is interesting to illustrate the mathematical formula of the chi-square (X^2) statistic. The latter is defined as being the sum of the squares of the differences between the observed frequency and the expected frequency for each category divided successively by the expected number in each of the categories. The mathematical formula for chi-square is:

$$X^2 = \sum_{i=1}^k \frac{(fi - Fi)^2}{Fi}$$

From where :

fi = is the observed frequency;

Fi = is the theoretical frequency;

I is the rank of the category;

K is the category number;

$K-1$: is the number of degrees of freedom.

Table n°1: Cross-tabulation between eating habits at dinner, dinner and household size

		Taille du ménage					Total
		1 personne	11 personnes et plus	2 à 3 personnes	4 à 6 personnes	7 à 10 personnes	
Habitudes alimentaires au dîner et souper	Chikwangue (Bâton de manioc)	0	0	0	1	1	2
	Fufu de maïs (farine de maïs exclusivement)	0	6	11	53	34	104
	Fufu de manioc (farine de manioc exclusivement)	0	0	1	9	4	14
	Melange farines de Fufu + Manioc	1	6	6	47	69	129
	Pomme de terre	0	0	0	1	2	3
	Riz	0	0	0	8	8	16
Total		1	12	18	119	118	268

Source: Author, based on survey data

Table n°2: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	20	48,803	0.053	31.41
Likelihood Ratio	20	21,995	0.034	
Phi-coefficient		0.265	0.0	
Contingency-coefficient		0.56	0.00	
Cramer's V		0.132	0.00	

Source: Author, based on survey data

Interpretation:

The interpretation of the p-value leads (by definition) to the same result: it is less than 0.053 and therefore a fortiori less than 0.05; we can therefore reject hypothesis H0 at the 5% threshold (and in fact also at more conservative thresholds).

Thus, eating habits at lunch and dinner are linked to the size of the household.

Table n°3: Cross-tabulation between eating habits at dinner, supper and the quantity of bread consumed per day in the household

		Quelle est la quantité des pains consommés par jour dans votre ménage					Total
			1 pain par jour	11 à 20 pains par jour	2 à 5 pains par jour	6 à 10 pains par jour	
Habitudes alimentaires au dîner et souper	Chikwangue (Bâton de manioc)	0	1	0	1	0	2
	Fufu de maïs (farine de maïs exclusivement)	1	2	5	46	50	104
	Fufu de manioc (farine de manioc exclusivement)	1	0	0	8	5	14
	Melange farines de Fufu + Manioc	2	1	7	36	83	129
	Pomme de terre	1	0	0	1	1	3
	Riz	0	0	1	5	10	16
Total		5	4	13	97	149	268

Source: Author, based on survey data

Table n°4: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	20	64,109	0.000	31.41
Likelihood Ratio	20	27,752	0.115	
Phi-coefficient		0.489	0.000	
Contingency-coefficient		0.439	0.000	
Cramer's V		0.245	0.000	

Source: Author, based on survey data

Interpretation:

The analysis of the p-value leads (by definition) to the same conclusion: it is less than 0.000 and therefore also less than 0.01; therefore, hypothesis H0 can be rejected with a confidence level of 1% (and even with more conservative levels).

Thus, eating habits at dinner, supper and the quantity of bread consumed per day in the household.

Table n°5: Cross-tabulation between the Strategy for high quality of goods and the quantity of bread consumed per day in the household.

		Quelle est la quantité des pains consommés par jour dans votre ménage					Total
			1 pain par jour	11 à 20 pains par jour	2 à 5 pains par jour	6 à 10 pains par jour	
Stratégie de haute qualité des biens	Aucun impact	25,0%	50,0%			25,0%	100,0%
	Faible impact	4,8%	1,6%	6,5%	21,0%	66,1%	100,0%
	Impact fort			4,4%	53,8%	41,8%	100,0%
	Impact moyen	0,9%	0,9%	4,5%	31,5%	62,2%	100,0%
Total		1,9%	1,5%	4,9%	36,2%	55,6%	100,0%

Source: Author, based on survey data

Table n°6: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	12	101,761	0.000	21.03
Likelihood Ratio	12	44,755	0.000	
Phi-coefficient		0.616	0.000	
Contingency-coefficient		0.525	0.000	
Cramer's V		0.356	0.000	

Source: Author, based on survey data

Interpretation:

Based on the definition of the p-value, the result obtained is the same: the value is less than 0.000, which means that the hypothesis H0 can be rejected at the 1% threshold (and even at more conservative thresholds). Therefore, there is a correlation between the strategy of purchasing high-quality products and the amount of bread consumed daily within the household.

Table n°7: Cross-tabulation between the Innovation Strategy, NITC and the quantity of bread consumed per day in the household.

		Quelle est la quantité des pains consommés par jour dans votre ménage					Total
			1 pain par jour	11 à 20 pains par jour	2 à 5 pains par jour	6 à 10 pains par jour	
Stratégie d'innovation et NITC	Aucun impact	2,9%	1,5%	7,4%	29,4%	58,8%	100,0%
	Faible impact	1,7%	1,7%	5,2%	36,5%	54,8%	100,0%
	Impact fort				75,0%	25,0%	100,0%
	Impact moyen	1,3%	1,3%	2,6%	37,7%	57,1%	100,0%
Total		1,9%	1,5%	4,9%	36,2%	55,6%	100,0%

Source: Author, based on survey data

Table n°8: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	12	8,766	0.723	21.03
Likelihood Ratio	12	9,031	0.700	
Phi-coefficient		0.181	0.723	
Contingency-coefficient		0.178	0.723	
Cramer's V		0.104	0.723	

Source: Author, based on survey data

Interpretation:

Using the definition of p-value, we see that it is less than 0.723, which means it is also less than 0.05. We can therefore reject hypothesis H0 with a confidence level of 5%, and even with higher confidence levels. Consequently, the daily consumption of bread in a household has no influence on the NICT innovation strategy.

Table n°9: Cross-tabulation between the Strategy for searching for new opportunities and the quantity of bread consumed per day in the household.

		Quelle est la quantité des pains consommés par jour dans votre ménage					Total
			1 pain par jour	11 à 20 pains par jour	2 à 5 pains par jour	6 à 10 pains par jour	
Stratégie de recherche des nouvelles opportunités	Aucun impact	2,4%	1,2%	6,1%	28,0%	62,2%	100,0%
	Faible impact	1,6%	2,4%	5,6%	38,1%	52,4%	100,0%
	Impact fort				100,0%		100,0%
	Impact moyen	1,8%		1,8%	38,2%	58,2%	100,0%
Total		1,9%	1,5%	4,9%	36,2%	55,6%	100,0%

Source: Author, based on survey data

Table n°10: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	12	146,606	0.026	21.03
Likelihood Ratio	12	176,074	0.015	
Phi-coefficient		1,233	0.026	
Contingency-coefficient		0.227	0.026	
Cramer's V		0.135	0.026	

Source: Author, based on survey data

Interpretation:

The significance of the p-value leads (by definition) to a similar conclusion: it is less than 0.026 and therefore also less than 0.05; thus, hypothesis H0 can be rejected with a 5% confidence level (and even with more conservative confidence levels).

Therefore, the strategy of discovering new opportunities is correlated with the quantity of bread consumed daily in the household.

Table n°11: Cross-tabulation between the Low Price Strategy and eating habits for lunch and dinner.

		Habitudes alimentaires au diner et souper						Total
		Chikwangue (Bâton de manioc)	Fufu de maïs (farine de maïs exclusivement)	Fufu de manioc (farine de manioc exclusivement)	Melange farines de Fufu + Manioc	Pomme de terre	Riz	
Stratégie de prix bas	Aucun impact		31,2%	6,2%	62,5%			100,0%
	Faible impact	1,5%	26,9%	4,5%	58,2%	1,5%	7,5%	100,0%
	Impact fort	2,1%	66,7%	4,2%	16,7%	2,1%	8,3%	100,0%
	Impact moyen		35,8%	5,8%	52,6%	0,7%	5,1%	100,0%
Total		0,7%	38,8%	5,2%	48,1%	1,1%	6,0%	100,0%

Source: Author, based on survey data

Table n°12: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	15	30,922	0.009	21.03
Likelihood Ratio	15	34,398	0.003	
Phi-coefficient		0.340	0.009	
Contingency-coefficient		0.322	0.009	
Cramer's V		0.196	0.009	

Source: Author, based on survey data

Interpretation:

The meaning of the p-value leads (by definition) to the same verdict: it is less than 0.009 and therefore automatically less than 0.05; therefore, hypothesis H0 can be rejected at a threshold of 5% (and even at more stringent thresholds).

Therefore, the low price strategy is linked to eating habits for lunch and dinner.

Table n°13: Cross-tabulation between the Skilled Workforce Strategy and eating habits at lunch and dinner.

		Quelle est la quantité des pains consommés par jour dans votre ménage					Total
			1 pain par jour	11 à 20 pains par jour	2 à 5 pains par jour	6 à 10 pains par jour	
Stratégie de main d'oeuvre qualifiée	Aucun impact	4,2%	4,2%	8,3%	29,2%	54,2%	100,0%
	Faible impact	3,1%	1,0%	4,1%	33,7%	58,2%	100,0%
	Impact fort			5,3%	47,4%	47,4%	100,0%
	Impact moyen	0,8%	1,6%	4,7%	37,8%	55,1%	100,0%
Total		1,9%	1,5%	4,9%	36,2%	55,6%	100,0%

Source: Author, based on survey data

Table n°14: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	15	38,165	0.001	25.00
Likelihood Ratio	15	39,722	0.00	
Phi-coefficient		0.377		
Contingency-coefficient		0.353		
Cramer's V		0.218		

Source: Author, based on survey data

Interpretation:

Using the p-value definition, we get the same result: the value is less than 0.001, so it is also less than 0.01. Therefore, we can reject hypothesis H0 at the 1% level (and even at more conservative levels).

Therefore, there is a correlation between skilled labor strategy and lunch and dinner eating habits.

Table n°15: Cross-tabulation between innovation strategy, NICT and eating habits for dinner and dinner.

		Quelle est la quantité des pains consommés par jour dans votre ménage					Total
			1 pain par jour	11 à 20 pains par jour	2 à 5 pains par jour	6 à 10 pains par jour	
Stratégie d'innovation et NICT	Aucun impact	2,9%	1,5%	7,4%	29,4%	58,8%	100,0%
	Faible impact	1,7%	1,7%	5,2%	36,5%	54,8%	100,0%
	Impact fort				75,0%	25,0%	100,0%
	Impact moyen	1,3%	1,3%	2,6%	37,7%	57,1%	100,0%
Total		1,9%	1,5%	4,9%	36,2%	55,6%	100,0%

Source: Author, based on survey data

Table n°16: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	15	80,276	0.000	25.00
Likelihood Ratio	15	89,223	0.000	
Phi-coefficient		0.547		
Contingency-coefficient		0.480		
Cramer's V		0.316		

Source: Author, based on survey data

Interpretation:

The meaning of the p-value leads (by definition) to the same conclusion: it is less than 0.001 and therefore also 0.01; therefore, hypothesis H0 can be rejected at a 1% level (and even at more conservative levels).

Thus, the innovation strategy linked to NICT is associated with eating habits for lunch and dinner.

Table n°17: Cross-tabulation between the usual purchasing unit of cassava flour used in cooking and the supply of cassava per month.

		Faites-vous de provision de manioc par mois ?		Total
		Non	Oui	
Quelle est l'unité d'achat habituelle de la farine de manioc utilisée dans la cuisson	1 sac	2,7%	97,3%	100,0%
	6 sacs et plus		100,0%	100,0%
	Bassin	0,8%	99,2%	100,0%
	Demi (1/2) sac		100,0%	100,0%
	Mesurette (en kg)	60,0%	40,0%	100,0%
Total		11,9%	88,1%	100,0%

Source: Author, based on survey data

Table n°18: Test statistics

Statistical	ddl	Value	Probability	Theoretical Chi2
Chi2 Pearson	4	135,184	0.000	9.49
Likelihood Ratio	4	107,872	0.000	
Phi-coefficient		0.710	0.000	
Contingency-coefficient		0.579	0.000	
Cramer's V		0.710	0.000	

Source: Author, based on survey data

Interpretation:

Referring to the p-value, the result obtained is the same (by definition): it is less than 0.000, which implies that it is also less than 0.01. Therefore, hypothesis H0 can be rejected with 1% certainty (and even at more conservative thresholds).

IV. CONCLUSION

At the end of this research devoted to the relationship between the determinants of economic democracy and the marketing development of cassava in the City Province of Kinshasa, it is noted that there is a relationship between marketing variables and economic democracy. Eating habits for lunch and dinner and the size of the household and the quantity of bread consumed per day and per household, the place of supply, the low price strategy, the high quantity of goods, qualified labor, innovation, search for opportunities and the quantity of bread consumed constitute around the elements that interact with marketing development and economic democracy.

There is evidence that emerges: the quantity of cassava supplied per month is positively influenced by eating habits for household dinner and supper. As with the low price policy, the usual purchasing unit for cassava flour used in cooking depends on the quantity of cassava supplied to the household each month.

From another point of view, the size of our sample and its nature require us to be cautious about any possible generalization of the results. To extend this research, we can, for example, expand our sample to include a larger group or stratify other non-marketing variables that can influence economic democracy. Despite everything, this study provides a first series of answers on the determinants of economic democracy and the marketing development of cassava in the City Province of Kinshasa.

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