



A Study on Brand Loyalty of Computer and its Peripherals in Puducherry

KEYWORDS

brand Loyalty, purchase influences of computers, brand switchover and brand awareness.

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ABSTRACT *The present research article contributes that the brand loyalty on computer and its peripherals from awareness of the products to its usages by customers how the influences have taken place; it has been found from the study with 380 respondents have studied in the Pondicherry city. The results of the study will implicate the consumer and also the sellers of the branded computers and its peripherals. The present article consisted the perception about awareness about the computer brands, advertisement, price, purchase, influencing factor to purchase the brand, brand loyalty, involvement, product features, and brand switchover. It has been evaluated through the simple percentage, chi-square, and analysis of variances, correlation, factor, and regression analyses.*

Introduction

Consumer behaviour "is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires". Typically evaluating consumer behaviour goes beyond advertising and marketing approaches to connect to the consumers and understand their behaviours, motivations, and deepest desires. Consumer behaviour is influenced by an individual's physical and social environment, his motivation to consume, consumer perception of the product, brand, service, or company, and the goals or needs that they may obtain through consumption. People may purchase as a result of their mood and their surroundings. Soothing environments may entice customers to stay in a store longer because they feel more comfortable and may ultimately find something that would satisfy their quest. Behaviour is also influenced by the society and environment in which one lives and communicates, and activities by the companies themselves. Consumer behaviour is stated as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers. Consumer research takes place at every phase of consumption process, before the purchase, during the purchase and after the purchase. It is concerned with learning the specific meanings that products hold for consumers. The term "consumer" is used to denote two different kinds of consumers, personal or individual consumers and organisational consumers. The 1990s witnessed dramatic shifts in the market place triggered by sharp changes in the life style patterns of the past and present and the radical revolution in the telecommunication technology. Time tested concepts on brand loyalty and mass marketing are being turned on their heads as they fail to gauge the behaviour of new generation customers. The new breed is even willing to import to satisfy specific requirement. It is difficult to classify this generation by conventional demographic factors and unless their thought process and buying behaviour are fully understood, decisions on product designs and pack-

aging, branding and distribution channels are likely to be misplaced. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. Companies offering product or services will need to understand this new face of the customers.

Computers and its peripherals

Majority of middle income group families and small business people in India are using computers for their educational, entertainment and business purposes. These computers are usually defined as devices which accomplish some routine recordkeeping task, which includes purposes such as reading, watching, hearing, and record maintenance. Most of the computers differed in size, options of usage and technology, and cost. The brands of the computers are available which mostly offered by the respondent. Though the respondents offered, the dealers are supposed to sell such computers or peripherals which make profit more than the popular brands.

The changing demographic profile of the population in terms of education, income, size of family, size of the business, turnover and so on, is important. What will be more substantive in days to come is the psychographics of customers that is how they feel, think or behave. Marketers will have to constantly monitor and understand the underlying Psychographics to map their respective industries are moving and decide what needs to be done, by way of adding value that motivates customers to buy the company's branded computer and its peripherals and influence the future of this industry structure. Consumer behaviour may be defined as the decision process and physical activity of individuals engage in even calculating, acquiring, using and disposing of goods and services". Consumer behaviour is "all psychological, social and physical behaviour of potential customers as they become aware of evaluate, purchase, consume and tell other about products and services". Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the

marketer, because this may influence how a product is best positioned or how people can encourage increased consumption. Since many environmental problems result from computer peripherals disposal (e.g., impaired and unused computer devices, old type of computer peripherals) this is also an area of interest. Consumer behaviour involves services and ideas as well as tangible products. The impact of consumer behaviour on society is also of relevance. For example, aggressive marketing of high configuration computers, or aggressive marketing of easy credit, may have serious consequences for the development of information, communication and technology. These references provide support for the argument that qualitative methodologies are best suited in developing an understanding deep rooted individual preference, behaviours, and motivations. Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers, but they have to be considered while trying to understand the complex behaviour of the consumers. Most of the researchers in the field of buying behaviour of computers and its peripherals in the competitive environment focus on factors like Price Consciousness, Perceived Quality Variation, Configuration Perception, Self-Concept Congruity, Retail Brand Attitude, Subjective Norm, and Intention to Purchase Retail Brand. In this context, the study has been taken up for the evaluation.

STATEMENT OF THE PROBLEM

The present study proposes the statement of the problem revealed and formulated from the previous studies on brand loyalty of the branded computers and its peripherals. On the basis of the objective framed for this study and it is relevance, the researcher has identified such research problems. The modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketers to look at the components of the marketing mix through the customer's eyes (Saravanam 2010). Manufacturers now find themselves in the position of finding new ways to remain competitive in the era of retail power (Beth Davis-Sramek et al, 2008). Cognitive loyalty is addressed to fundamental product's characteristics, emotional loyalty to brand, and behaviour to want to buy product and action loyalty means that a customer is loyal to the company. Customers' retention does not prove customers' loyalty. Consumers' satisfaction and loyalty appear much earlier than was thought before. Satisfaction is essentially viewed as the result of loyalty. Consumer satisfaction and consumer loyalty depend on a product type, and whether it is a new and innovative one or a traditional one (Sandra Martisiute et al 2010). Today brand extension has been considered a vital strategy for businesses with new technology and additional usage of the devices. Related studies in this field reveal that brand extension activities improve competitiveness of the firm through influencing consumers and increasing the amount of purchase. Generally marketer can say that the successful implementation of brand extension in business will support the firm among competitors and create loyal customers. In the electronic field, it has been obviously had a growth on every day market environmental changes. The impact of some factors such as brand awareness, brand loyalty, parent brand quality and

perception on attitudes, toward brand extension and the image after extension has to be analysed (Fatemehalsadat Madani et al 2007).

Consumer behaviour determines a firm's profitable, further; profitability is established in the long term by developing a loyal consumer base. Customer involvement can be viewed as the motivation to process information. To the degree that there is a perceived linkage between a consumers's needs, goals, or values, and product knowledge, the consumer will be motivated to pay attention to product information. When relevant knowledge is activated in memory, a motivational state is created that drives behaviour (Janaki and Premila 2012). From the above foundation, the researcher has undertaken a research on brand loyalty of computers and its peripherals in Puducherry from the following questions:

1. How has market competition among manufacturers prevailed in the computers and its peripherals market?
2. To what extent do customer satisfaction and customer loyalty coincide with brand loyalty on the computers and its peripherals?
3. How does brand extension retain and extend brand loyalty with computers and its peripherals consumers?
4. How do manufacturers motivate consumers through product information or create awareness about their products?

OBJECTIVES OF THE STUDY

1. To find the factors involved in buying computers and its peripherals.
2. To find out sources of information used by customers before making decision of specific brand of computers and its peripherals.
3. To analyse customer perception towards satisfaction, loyalty and product information of computers and its peripherals.

Hypotheses of the study

1. There is no significant association between respondents' opinion on brand loyalty with reference to computers and its peripherals in Puducherry on the basis of demographic variables of the study.
2. There is no significance differences on the perception of the customers brand loyalty factors and brands identified for the study.
3. There is no significant impact on the customer perception towards brand loyalty while purchasing the computers and its peripherals

SCOPE OF THE STUDY

The present study helps to know customer's expectation and opinion on the part of which computer of which brands is preferred by the respondents. This Study helps to know the different services provided by computers and its peripherals companies in the study area. The research helps to the society in which study model explores brand loyalty on the computers and its peripherals market in India. The study also covers the following aspects such as:

1. Awareness about the computer brands

2. Advertisement
3. Price
4. Purchase
5. Influencing factor to purchase the brand
6. Brand loyalty
7. Involvement
8. Product features
9. Brand switchover
10. Awareness about computer peripherals

SAMPLING DESIGN AND ANALYTICAL TOOL

The sampling method chosen for this study is non-probability sampling. A non-probability sample is a sample that has not been selected using a random sampling method. Thus, from the Puducherry state headquarters the researcher has identified 38 showrooms selling computers and its peripherals of various categories mentioned above. From the 38 showrooms ten respondents have been identified from each showroom for the study. A well-established schedule has prepared for making question relating to the objectives of the study. The sample size has been identified 380 respondents; the sampling unit of the study is all users of computers and its peripherals in various demographic variables selected for the study convenience. Frequency analyses, analysis of variance, factor analysis have been adopted to analyse the information given by respondents. The respondents are considered from the purposes of computers used; such as: educational, entertainment, and business.

IMPORTANT FINDINGS

Awareness

Most of them are (58.4%) aware of the brands of computers from others well. Particularly print media has played good role on awareness about the brands of the computers identified for the present study. And also the friends and relatives are the next root of awareness; next the televisions and broadcast; and through the internet and showrooms the customers are aware of the computers.

Advertisement

Among the variables of the advertisement factor advertisement induced the customers purchase their respective brand forever and advertising is a power tool capable of reaching and motivating large audiences. And also the advertisement has provided required information about the product. But only 50.5 per cent of the respondents have expressed as advertisement is a strong tool in taping into consumers buying power. Therefore majority of them agreed the statements of advertisement factor.

Price

Most of the respondents (61.1% both agreed and strongly agreed) have expressed that they prefer the brand when the price is decreased very low; 50.3 per cent of them represented as prefer the same brand even the price is stable and even the price is hiked by 10%. Therefore, the computers purchasers are desired mostly on when the price comes down.

Purchase

Most of the respondents (63.16% both agreed and strongly agreed) have articulated that they purchased the computer brand due to seasonal offer is one of the motivational factor to purchase and 62.37 per cent of them opined for after sales service is one of the basic factor of purchase; 55.53 per cent of them represented as quality based purchase is better than price based purchase. Therefore, the computers purchasers are looked-for mostly on when the seasonal offer provided by the sellers. Despite the customers are expected the after sales service.

Influencing factor

Most of the respondents (62.9% both influenced and highly influenced) have uttered that they influenced to purchase the computers on reliability; 62.1 per cent of them influenced by models and configurations of the computer. And 61.1 per cent of them are influenced by warranty of the components or peripherals or whole the devices. Therefore, the computers purchasers are desired mostly on reliable basis on their own perception.

Brand loyalty

Most of the respondents (62.4% both agreed and strongly agreed) have voiced that they agreed for the statement "Although another brand was available with attractive gifts/offers, I bought this brand"; 62.1 per cent of them have the brand loyalty as "I like the brand very much attached to this brand" and "Once I have decided to buy a particular brand, I will not change". Therefore, the brand loyalty is existed based on the customers confidants on their own decisions are inherently role played.

Involvement on Brands

Most of the respondents (62.4% both agree and strongly agree) have expressed that they agreed for the statement "I get pleasure by using this brand"; 61.1 per cent of them have the brand loyalty as "When you buy the brand, you can never be quite sure it was the right choice or not" and "I will be upset, if I make a wrong selection". Therefore, the brand involvement is prevailed based on the customers pleasures at the time of usage of the computer; despite most of them having ambiguities on their own selection or choice of the brand and compromising themselves.

Product Features

Most of the respondents (61.8% both agree and strongly agree) have represented that they agreed for the statement "Consumers would like this new product"; and "The proposed new product is a similar to the image of the existing brand name". Therefore, the product features are mostly decided while new computer products impressed the customer to purchase the brand; despite most of them having frustration on slight changes of the existing product, unbelievable quality trust on new brand.

Brand Switchover

Most of the respondents (55.5% both agree and strongly agree) have represented that they agreed for the statement "I am influenced by the advertisement given by the competitor brand"; and "I want to buy new product". Therefore, the brand switchovers are not mostly decided by the respondents; even though most of them having frustration on low price and non availability of the product, free offers, famed companies new brands are also influenced to switchover of new brands.

Awareness about computer peripherals

Most of the respondents (39.6% of average in both agree

and strongly agree) have represented that they agreed for the statements as they know the input, output and storage devices and other related peripherals. Therefore, the computer peripherals are not fully aware of the customers who purchased the computers. The purchasers are not supposed to use the devices. Thus the user may know higher than the purchaser is possible.

Chi-square test

The result reveals that the calculated value of demographic variables and brand loyalty and Chi-square values are significant at 0.01 levels at its degree of freedoms. So, the stated hypothesis is rejected. Therefore it is concluded that there is an association between respondents' opinion on brand loyalty with reference to computers and its peripherals in Puducherry on the basis of demographic variables of the study.

ANOVA

From the above discussion of ANOVA the result has been summarised as per the hypotheses framed for the study. The significance of the ten parameters of the study to evaluate at 1 per cent; 5 per cent and 10 per cent level and the respondent opinion on of patients towards brand loyalty with reference to computers and its peripherals in Puducherry. All the said hypotheses are rejected at 0.05 and 0.1 per cent and at the same time at 0.01 per cent significance level also the factors are rejectd. Therefore, the preferences are differs and their opinion on brand loyalty have deferred.

Correlations

Results of Pearson correlation show that the positive correlations have been existed between the factors and the brand loyalty. It denotes that all the variables of the brand loyalty have certain relationship and interlinked. Hence, brand loyalty of the customer to purchase computers and its peripherals in Puducherry is bounded on certain brand loyalty. But most of them have faith on the (brand) assembled devices on the desk top computer than the branded packed.

Principal component analysis (PCA)

From the PCA infers that the influencing variables of the brand loyalty are advertisement, awareness about the computer brands, influencing factor to purchase the brand, and the involvement of the customer have highly contributed variables in the first set of components. The second set of component highly contributed components is "Awareness about computer peripherals" and "brand switchover". The rest of the components is not influenced more than the first set of components calculated in this analysis. Hence, among the brand loyalty of the customer to purchase computers and its peripherals in Puducherry is mostly by means of advertisement and friends and relatives recommendations the respondents are purchased and created the brand loyalty. therefore, brand loyalty is there among the respondents have identified for the study. It will enhance the sales of the computers in Puducherry.

Multiple regression analysis

From the above table infers that the brand loyalty (awareness about the computer brands, advertisement, price and purchase, influencing factor to purchase the brand, brand loyalty, involvement, product features, brand switchover, and awareness about computer peripherals are treated as an independent variable and brand preferences and purchase is treated as a dependent variable. Relating to the results of testing the hypothesis, the 't' and

sig. values, and all 'p' value suggest that an independent variable has a large impact on the dependent variable except awareness about the computer. The results show that all the variables have a significant impact on brand preferences and purchase. Also, the standardized beta coefficient is a measure of the contribution of each predictor or a measure of how strongly each predictor variable influences the criterion variable. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The strongest predictors of influencing factor to purchase the computer brand is its brand loyalty ($\beta = 0.197$) and advertisement ($\beta = 0.157$).

SUGGESTIONS

1. Majority of the respondents are using their computers as they required, but 31.9 per cent are not used the computers as they planned. Therefore the sellers can enquire periodically their customers as how the machines are working. It is also an after sales services and to sustain the customer for a long period.
2. Print media has played good role on awareness about the brands of the computers identified. Hence, the seller can concentrate the print media advertising because the advertising is a power tool capable of reaching and motivating large audiences.
3. Most of the respondents prefer the brand when the price is decreased very low. Thus, the seller of a particular brand of the computer may increase their advertisement while free offer, price discount, decreased price on festival occasions, and startup period of academic years. Respondents are purchased the computer brand more due to seasonal offer; it is one of the motivational factor to purchase
4. After sales service is one of the basic factors of purchase hence the seller must concentrate on the after sales services.
5. Quality based purchase is better than price based purchase. Therefore, the consumers should focus the quality of the devices and its speed of processing and storage of data.
6. The seller should provide the reliable information to the customers because most of them believe the products through the reliability of the brand stated by the sellers.
7. The manufacturers of the computer devices should provide a compactable models and configurations in their computers with extended warranty as well as hardware components or peripherals and software.
8. Brand loyalty is existed based on the customers confidants on their own decisions are inherently role played. Therefore, the manufacturer and marketers of the computers have to concentrate on every individuals should understand the usage of computers in rural and urban in India.
9. Brand involvement is prevailed based on the customers' pleasures at the time of usage of the computer; despite most of them having ambiguities on their own selection or choice of the brand and compromising themselves. It should be rectified at the moment of the purchase through providing sufficient of information.
10. The product features are mostly decided while new computer products impressed the customer to purchase the brand; despite most of them having frustration on

slight changes of the existing product, unbelievable quality trust on new brand. Thus, the sellers should explain the new advantages of the computer are very must.

11. The brand switchovers are not mostly decided by the respondents; even though most of them having frustration on low price and non availability of the product, free offers, famed companies new brands are also influenced to switchover of new brands. These are uncontrollable factors due to perfect competition in computers marketing environment in the developing economy. Hence the manufacturers of the computers have to facing the problems and keenly watching the market very carefully.

12. The computer peripherals are not fully aware of the customers who purchased the computers. The purchasers are not supposed to use the devices. Thus the seller may know higher than the purchaser is possible. Hence, the sellers can also educate the customer about the devices possibly.

13. Among the sources of awareness friends and relatives are created much of awareness. Among the brands 'other group' of respondents are highly aware through the friends. Therefore, the identified brand of the computers for the present study has not recommended more through the friends and relatives. It denotes that other brands of the computers have a good brand loyalty. Hence, the identified brands should increase their brands loyalty in the market is essential at frequently.

14. Brand loyalty can increase through attractive gifts/offers.

15. Customers are switchover by the attractive advertisement given by the competitor it leads to buy a new product. Hence all the manufacturers should frequently watching the market is very necessitated to make several same kind of offers by them.

16. Most of them have faith on the (brand) assembled devices on the desk top computer than the branded packed computers.

17. Brand loyalty is existed among the respondents are identified from this study. The strongest predictor of influencing factor to purchase the computer brand is its brand loyalty and meticulously planned different sources of advertisement.

Conclusion

From the above findings and suggestions of the study researcher has concluded that the brand loyalty is existed among the respondents are identified from their responses toward various factors identified. Print media has played good role on awareness about the brands of the computers identified. Most of the respondents prefer the brand when the price is decreased very low. After sales service is one of the basic factors of purchase. Quality based purchase is better than price based purchase. Brand loyalty inducements may increase customers' confident level to make strong decision making. The product features are mostly decided while new computer products impressed the customer to purchase the brand through explain the new advantages of the computer are very must. The brand switchovers are not mostly decided by the respondents; even though most of them having frustration on low price and non-availability of the product, free offers, famed companies new brands are also influenced to switchover of new brands. These are uncontrollable factors due to perfect competition in computers marketing environment in the developing economy. The computer peripherals are not fully aware of the customers who purchased the computers. Among the sources of awareness friends and relatives are created much of awareness. Among the brands 'other group' of respondents are highly aware through the friends. Brand loyalty can increase through attractive gifts/offers. The strongest predictor of influencing factor to purchase the computer brand is its brand loyalty and meticulously planned different sources of advertisement is proved through statistical and hypothetical tests of the study.

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