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Effect of Brand Image, Celebrity Endorsement, EWOM, Brand Awareness and Social Media Communication on Purchase Intention with Brand Trust as a Mediation Variable on Smartphone Users in Batam City

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Abstract

In this era of globalization, various kinds of products and services are growing and there are also new innovations. Many ways are done by the company to be able to increase the company's turnover and provide good service to consumers in order to satisfy these consumers. With the development of the times, companies must be able to innovate quality products and companies must be able to produce products desired by the community by studying and improving the quality of smartphones continuously. Therefore, the researcher aims to analyze the effect of brand image, celebrity endorsement, ewom, brand awareness and social media communication on purchase intention with brand trust as a mediating variable on smartphone users in Batam City. A total of 400 respondents who can be used in analyzing by using research sampling techniques.

Keywords : Brand Image, Celebrity Endorsement, EWOM, Brand Awareness, Social Media Communication, Purchase Intention, Brand Trust

Introduction

In this technological age where everything is increasingly sophisticated, the development of science about technology, especially in the development of manufacturing technology and information and communication is increasing rapidly in the current era. In this era of globalization, the development of manufacturing from year to year has a lot of changes. Smartphones are one of the developments in Indonesia that are moving rapidly because people carry out their activities and cannot be separated from smartphones. Smartphones have become a primary need for both the millennial generation and other generations. The activities that are carried out all have to use smartphones, both from elementary school to college level as well as those who have worked all using smartphones. This is getting stronger in use after the global pandemic so that all matters are carried out online (Siti, 2021). The use of smartphones has grown rapidly in recent times with the digitalization of the era in human society, the growth of the smartphone industry, and the increase in social interaction through the internet. This phenomenon poses a big challenge in terms of sustainability. With the advancement of technology, currently, the number of smartphone users in Indonesia is also experiencing high development. In this era of globalization, various kinds of products and services are growing and there are also innovations. Many ways are done by the company to be able to increase the company's turnover and provide good service to consumers to satisfy these consumers. With the development of the times, companies must be able to innovate quality products and companies must be able to produce products that are desired by the community by studying and improving the quality of smartphones continuously.

The buying process begins with identifying needs, seeking information, evaluating alternatives, purchasing decisions, and taking post-purchase actions (Kotler and Armstrong, 2008). If consumers have recognized their needs, consumers will seek information to find out more about the product or service to meet these needs, such as information about the brand, quality, and price of the product to be purchased. Therefore, consumers must know the factors that influence consumers in choosing and buying smartphones. Although purchase intention does not always end with a purchase decision, marketers still have to pay attention and motivate consumers to have purchase intentions. The stronger the consumer's intention to buy a product or service, the more likely the consumer will take action to buy the product.

Literature Review

The Effect of Brand Image Variables on Brand Trust

Alhaddad (2015) found that brand image directly affects brand trust. Likewise, Liao et al. (2009) asserted that brand image is responsible for brand trust. Research by Esch et al. (2006) also found that brand image strengthens brand trust.

The Effect of Brand Image Variable on Purchase Intention

Experts conclude that brand image is important because it is responsible for building positive customer perceptions (Alhaddad, 2015) and dedication to the brand (Malik et al., 2012), which in turn is responsible for loyalty and purchase intention in the future. Tariq et al. (2013) and Wu et al. (2011) admit that brand image affects purchase intention.

The Effect of Celebrity Endorsements Variable on Brand Trust.

Firman et al. (2021) found that consumers are more interested in their trust in public figures. Likewise, the research of Herjanto et al. (2020) found that celebrity endorsements help in building higher consumer brand trust. The commitment of a celebrity to use the brand he endorses shows that the celebrity believes in the brand so that consumers who see this will develop stronger brand trust. Takaya's research (2017), shows that there is an influence between celebrity endorsements on brand trust.

Effect of Celebrity Endorsements Variable on Purchase Intention.

Herjanto et al. (2020) found that celebrity endorsements are responsible for higher consumer purchase intentions. Consumers find meaning and experience positive feelings when having brand products endorsed by celebrities. For example, a consumer who wears branded clothing endorsed by a celebrity is seen as a fashionable person. Other researchers also found this relationship to be significant (Um and Kim, 2016).

Effect of EWOM Variable on Brand Trust.

The research of Firman et al. (2021) shows that EWOM influences brand trust. The stronger the influence of EWOM, the more likely consumers are to recognize what they have in common and feel part of the brand or product itself (Jacobsen, 2018).

Effect of EWOM Variable on Purchase Intention.

Imbayani and Gama (2018) found that EWOM has a positive influence on purchase intention. Advances in information technology help in disseminating information about products through consumer reviews on internet media. Good reviews from consumers on the internet will lead to higher purchase intentions.

The Effect of Brand Awareness Variables on Brand Trust.

Bilgin (2020) found that brand awareness has a significant impact on brand trust. Likewise, the research of Pramudya et al. (2018) shows that brand awareness has a significant influence on brand trust.

The Effect of Brand Awareness Variable on Purchase Intention.

According to research by Yaseen and Mazahir (2019), brand awareness positively affects purchase intention. Brand awareness has an important role in the consumer decision-making process (Keller, 2003). Likewise, the research of Pramudya et al. (2018) shows that brand awareness has a significant influence on purchase intention.

The Effect of Social Media Communication Variables on Brand Trust.

Bilgin (2020) found that social media communication positively affects brand trust. In social media, interactions between consumers occur outside of marketing and brand communication activities in businesses (Kohli et al., 2015). The lack of advantage in interactions between consumers increases consumer confidence in the evaluations and comments made by others (Hajli, 2013).

Effect of Social Media Communication Variables on Purchase Intention.

Bilgin (2020) found that social media communication has a direct influence on purchase intention. Social media influences consumer purchasing decisions by facilitating communication between social media users made with their friends about a product or brand (Tsimonis and Dimitriadis, 2014).

Definition of Dependent Variable

According to Eagly, purchase intention is an intention with a consumer's willingness to feel or plan to consciously perform certain behavioral actions.

According to Vranesevic, purchase intention is the willingness of themselves to buy a brand choice for themselves after completing the evaluation.

So it can be concluded that the notion of purchase intention is the desire of consumers to buy a product.

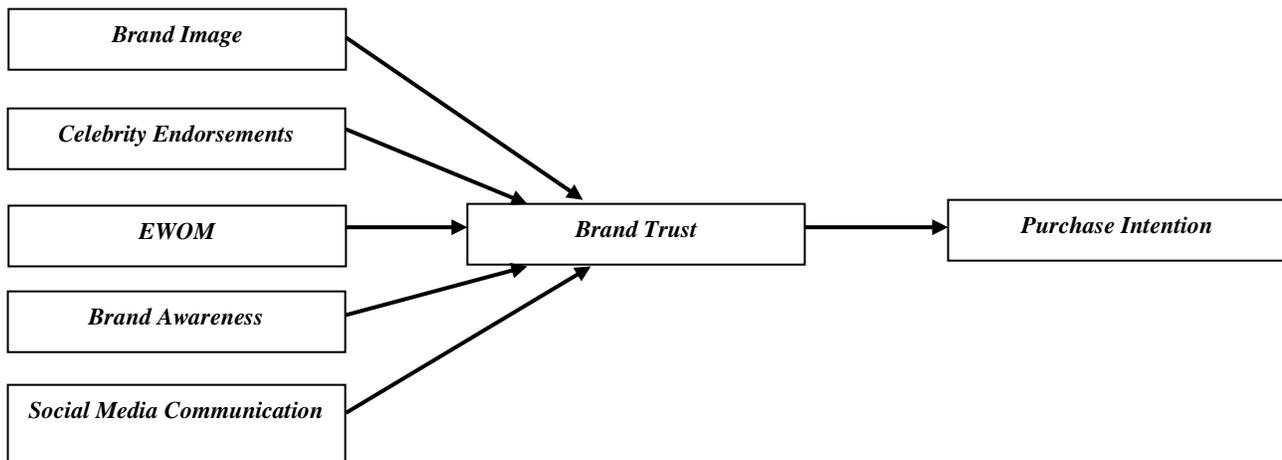


Figure 1 : *Apple or Huawei: Understanding Flow, Brand Image, Brand Identity, Brand Personality and Purchase Intention of Smartphone, The Mediating Role of Customer Trust on The Relationships of Celebrity Endorsement and E-Wom to Instagram Purchase Intention and The Influence of Social Media Friendship on Brand Awareness and Purchase Intention: Evidence from Young Adult Consumers.* **Source** : (Yanhui Mao, 2020; Ahmad Firman, 2021; Yusuf Bilgin, 2020).

- H1a. There is a positive influence of Brand Image on Brand Trust.
- H1b. There is a positive influence of Brand Image on Purchase Intention.
- H2a. There is a positive influence of Celebrity Endorsement on Brand Trust.
- H2b. There is a positive influence of Celebrity Endorsement on Purchase Intention.
- H3a. There is a positive influence of EWOM on Brand Trust.
- H3b. There is a positive influence of EWOM on Purchase Intention.
- H4a. There is a positive influence of Brand Awareness on Brand Trust.
- H4b. There is a positive influence of Brand Awareness on Purchase Intention.
- H5a. There is a positive influence of Social Media Communication on Brand Trust.
- H5b. There is a positive influence of Social Media Communication on Purchase Intention.

Research Methods

In this research design, it is quantitative which has characteristics of research that is classified as comparative causal research, whereas comparative causality is research that is more widely used to investigate cause and effect relationships of various problems. The method in sample selection research uses the non-probability sampling technique which is judgmental sampling and for the number of samples to be collected accurately, the comparative theory will be used (Joseph, Jr., Babin, Anderson, & Black, 2014) in a parameter comparison of 1:15, it means that every single question contained in the questionnaire is 28 questions so that the sample needed in this study is $28 \times 15 = 420$ respondents. However, to anticipate the existence of invalid data in data testing, the researchers will collect 519 respondents to conduct research. In this study, the author will use the SmartPLS 3.0 software to perform the analysis by explaining the variables of the researcher. PLS (Partial Least Squares) is a method that has a research model approach that has the same use as SEM (Structural Equation Modeling) which is a complete method that can handle factor models and composite models for construction measurements through research data (Vinzi et al., 2010). PLS (Partial Least Squares) is also a statistical tool (Albers, 2010) that has a useful structural equation modeling and has advantages over other analytical methods in research (Henseler et al., 2016; Vinzi et al., 2010).

Common Method Biased (CMB) Test

In this study, Common Method Bias (CMB) can be said to be a phenomenon caused by the measurement method used in the PLS (Partial Least Squares) software and not a cause and effect network among the variables in the researcher's model that is part of the questionnaire. can influence the answers given by different respondents in the same general direction and will cause an indicator to share several common variations (Kock, 2015). As for a technique which is a technique that is often used in a study as a guide as a CMB issue, the Harman's One Factor Test technique. By testing the common method bias, it can be suggested not to exceed 50% in the study because if the common method bias value is below 50%, it will be declared that the research is free from the common method bias (CMB) test.

Outer Model Evaluation

Getting the value of the data from a researcher, it will be done with an outer test. It can be said that the outer model uses the Confirmatory Factor Analysis (CFA) method as one of the hypothesis testings which has the function of testing whether the data obtained are appropriate or not (Kim et al., 2016).

Validity test

This method can be used to see the results of the questionnaire respondents are valid or not valid. In this test, discriminant validity and convergent validity can be measured (Hair et al., 2010). In testing the validity, it can be stated that the data is valid if the Average Variance Extracted (AVE) has reached above 0.5, while if it is below 0.5 it will be invalid and the value of the AVE can be used as the construction of a valid variable or not (Ghozali, 2011; Vinzi et al., 2010).

Reliability Test

Reliability testing can be done as an evaluation of whether the respondents' responses are consistent or reliable. This reliability test can be interpreted as a test that has data quality that becomes a measuring tool for a questionnaire from an indicator of a variable (Ghozali, 2011). It can be seen that the responses from the respondents are consistent or cannot be seen through Composite Reliability which is the choice of Cronbach's Alpha in testing convergent validity through a reflective model.

Coefficient of Determination Test (R square/R square Adjusted)

With the coefficient of determination (R^2) in testing the correlation on a model of the dependent and independent variables that can be expected through the numbers 0 to 1, if the value of the correlation is in the number 0 to 1 then the relationship between variables is declared positive and if the value of the correlation is positive. states with numbers 0 to (-1) then the relationship between these variables will be negative (Wibowo, 2012)

Results and Discussion

In this chapter, the researcher will provide the results of testing data from software such as SPSS version 25. At the beginning of this chapter, the first analysis is the demographics of the respondents as personality data of the respondents who are added without analyzing the relationship between variables, and the demographics of the respondents as a quantitative analysis that gets results from outlier testing. Then the results include a validity test and a reliability test. Here are some tests in the discussion as follows.

Common Method Biases (CMB)

In analyzing the results of Harman's single factor test with SPSS software version 25 and being able to determine the level of the variance method in the collected respondent data, in this study the value of the variance was 40,743 or less than 50% which indicates that there is no common method bias that occurs in the study. This is due to the appropriate respondents.

Total	% of Variance	Cumulative %
11.408	40.743	40.743

Source: Processed primary data (2022).

Model Evaluation Results

1. Average Variance Extracted (AVE) Validity Test Results

In research that needs to be measured by conducting a validity test in the form of Average Variance Extracted (AVE) which has the aim of knowing whether or not a construct is valid in a study, so if the value is more than 0.5 (Ghozali, 2021; Joseph F. Hair et al., 2015). It can be seen from table 4.10 of all variables such as brand awareness, brand image, brand trust, celebrity endorsement, ewom, purchase intention, and social media communication.

Variabel	Average Variance Extracted (AVE)
Brand Awareness	0.738
Brand Image	0.658
Brand Trust	0.645
Celebrity Endorsement	0.678
EWOM	0.741
Purchase Intention	0.645
Social Media Communication	0.671

Source: Processed primary data (2022).

2. Composite Reliability Test Results

Reliability testing or what is commonly called whether or not the answer in a study is also a very important value. With this, the need for testing in reliability serves to measure the respondents' answers to questions that are declared consistent or not. The value to be constructed can be considered reliable if the value is more than 0.6 (Ghozali, 2021; Hair et al., 2019). It can be seen below that the composite reliability test is declared reliable because the brand awareness variable has a value of 0.919, brand image has a value of 0.885, brand trust has a value of 0.877, celebrity endorsement has a value of 0.893, ewom has a value of 0.920, purchase intention has a value of 0.877 and social media communication has a value of 0.891, so the reliability results are declared reliable because each variable has met the rules.

Variabel	Sample Mean (M)	Information
Brand Awareness	0.919	Reliable
Brand Image	0.885	Reliable
Brand Trust	0.877	Reliable
Celebrity Endorsement	0.893	Reliable
EWOM	0.920	Reliable
Purchase Intention	0.877	Reliable
Social Media Communication	0.891	Reliable

Source: Processed primary data (2022).

3. Direct Effect Test Results (Path Coefficients)

In this study, there is more than one variable, therefore this test has a goal that can determine the significant magnitude that affects one variable to another. Therefore, the latent variable can prove that each variable is significant if the T-statistics value is more than 1.96 and the P-values are less than 0.05. It can be seen from Table 4.16 that the brand awareness variable has a significant effect on the brand trust variable because it has a T-statistics value of 2.630 and a P-value of less than 0.05 with a value of 0.009. The brand awareness variable has a significant effect on the purchase intention variable because it has a T-statistics value of 0.557 and a P-value of 0.578. Then the brand image variable has a significant effect on the brand trust variable because it has a T-statistics value of 2.467 and a P-value of 0.014. The brand image variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1.796 and a P-value of 0.073. The brand trust variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1180,278 and a P-value of 0.000. The celebrity endorsement variable has a significant effect on the brand trust variable because it has a T-statistics value of 2.298 and a P-value of 0.022. The celebrity endorsement variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1.064 and a P-value of 0.288. The ewom variable has a significant effect on the brand trust variable because it has a T-statistics value of 5.716 and a P-value of 0.000. The ewom variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1.675 and a P-value of 0.094. The social media communication variable has a significant effect on the brand trust variable because it has a T-statistics value of 8.254 and a P-value of 0.000. And the social media communication variable has a significant effect on the purchase intention variable because it has a T-statistics value of 0.906 and a P-value of 0.365.

Jalur		
X→ Y/ Direct	T-Statistics	Information
Brand Awareness -> Brand Trust	2.630	H1a : Significant Effect
Brand Awareness -> Purchase Intention	0.557	H1b : Significant Effect
Brand Image -> Brand Trust	2.467	H2a : Significant Effect
Brand Image -> Purchase Intention	1.796	H2b : Significant Effect

Brand Trust -> Purchase Intention	1180.278	H3 : Significant Effect
Celebrity Endorsement -> Brand Trust	2.298	H4a : Significant Effect
Celebrity Endorsement -> Purchase Intention	1.064	H4b : Significant Effect
EWOM -> Brand Trust	5.716	H5a : Significant Effect
EWOM -> Purchase Intention	1.675	H5b : Significant Effect
Social Media Communication -> Brand Trust	8.254	H6a : Significant Effect
Social Media Communication -> Purchase Intention	0.906	H6b : Significant Effect

Source: Processed primary data (2022).

4. Indirect Effect Test Results

The relationship between the Brand Awareness variable and Purchase Intention with the moderating variable, namely Brand Trust, has a significant relationship because it has a T-statistics value of 2.629 and a P-value of 0.009. The relationship between the brand image variable and purchase intention with the moderating variable, namely brand trust, has a significant relationship because it has a T-statistics value of 2.465 and a P-value of 0.014. The relationship between the celebrity endorsement variable and purchase intention with the moderating variable, namely brand trust, has a significant relationship because it has a T-statistics value of 2.298 and a P-value of 0.022. The relationship between the ewom variable on purchase intention and the moderating variable, namely brand trust, has a significant relationship because it has a T-statistics value of 5.714 and a P-value of 0.000. The relationship between social media communication variables on purchase intention and the moderating variable, namely brand trust, has a significant relationship because it has a T-statistics value of 8.255 and a P-value of 0.000.

Jalur	Original Sample	T-Statistics	P-value	Information
Brand Awareness -> Brand Trust -> Purchase Intention	-0.148	2.629	0.009	Significant Effect
Brand Image -> Brand Trust -> Purchase Intention	0.089	2.465	0.014	Significant Effect
Celebrity Endorsement -> Brand Trust -> Purchase Intention	0.107	2.298	0.022	Significant Effect
EWOM -> Brand Trust -> Purchase Intention	0.334	5.714	0.000	Significant Effect
Social Media Communication -> Brand Trust -> Purchase intention	0.465	8.255	0.000	Significant Effect

Source: Processed primary data (2022).

Conclusions

The research has been made by the researchers themselves who have goals and objectives that can help other researchers by researching the functions of Brand Image, Celebrity Endorsement, EWOM, Brand Awareness,

and Social Media Communication on Purchase Intention with Brand Trust as a Mediation Variable on smartphone users in the city of Batam. There are several conclusions to the research as follows:

1. It can be seen from the brand awareness variable that it has a significant effect on the brand trust variable because it has a T-statistics value of less than 1.96, which is 2.630, and has a P-value of more than 0.05 with a value of 0.009.
2. The brand awareness variable has a significant effect on the purchase intention variable because it has a T-statistics value of 0.557 and a P-value of 0.578.
3. The brand image variable has a significant effect on the brand trust variable because it has a T-statistics value of 2.467 and a P-value of 0.0014.
4. The brand image variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1.796 and a P-value of 0.073.
5. The brand trust variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1180,278 and a P-value of 0.000.
6. The celebrity endorsement variable has a significant effect on the brand trust variable because it has a T-statistics value of 2.298 and a P-value of 0.022.
7. The celebrity endorsement variable has a significant effect on the purchase intention variable because it has a T-statistics value of 1.064 and a P-value of 0.288.
8. The ewom variable has a significant effect on the brand trust variable because it has a T-statistics value of 5.716 and a P-value of 0.000.
9. The ewom variable has no significant effect on the purchase intention variable because it has a T-statistics value of 1.675 and a P-value of 0.094.
10. The social media communication variable has a significant effect on the brand trust variable because it has a T-statistics value of 8.254 and a P-value of 0.000.
11. The social media communication variable has a significant effect on the purchase intention variable because it has a T-statistics value of 0.906 and a P-value of 0.365.

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