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THE IMPULSE BUYING PHENOMENON: A COMPARATIVE STUDY IN SKIN CARE PURCHASE AT LIVE STREAMING TIKTOK SHOPS MODERATING BY GENDER

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ABSTRACT

This research aims to examine the role of social presence in live streaming TikTok Shop segmented in Indonesia on arousal and pleasure emotion that leads to consumer impulse buying who buy skincare moderated by gender. The data collection method for this research will be using quota sampling by online survey with 300 respondents as a representative sample. The results of this study showed that the role of social presence will positively influence or not positively influence impulse buying from arousal and pleasure emotion and whether the consumer gender will moderate and show any different result. It's not common to focus this study in Indonesia and focus on skincare products consumers while researching the role of social presence in live streaming TikTok Shop toward impulsive buying that are moderated by gender.

Keywords: *Social Presence; Live Streaming; TikTok Shop; Skin Care Product; S-O-R Theory; Impulse Buying, Arousal & Pleasure*

INTRODUCTION

Nowadays skincare products are growing rapidly and are the most important factors in the growth of the beauty industry in Indonesia. And along with-it Live streaming has emerged as a new way of shopping that combines the features of social media and e-commerce. This form of shopping is gaining growing popularity and has become an integral aspect of the daily routines for approximately 66% of the global population. As a result, it has significantly reshaped the prevailing patterns in marketing trends (Cabeza-Ramírez et al., 2022). Numerous social media networks have incorporated live-streaming as a regular component of their business operations, including but not limited to platforms like YouTube, Instagram, Facebook, TikTok, and others. Of all who featured live-streaming (Lu & Chen, 2021; Wongkitrungrueng et al., 2020), TikTok Shops right now have the most rapid development and the fastest growing social commerce in the world (Kaye et al., 2021). TikTok Shops has become a phenomenal platform for users who have an interest in shopping and this new shopping format involves social presence showcasing to sell and promoting products to make a closer relationship to the viewers (Ye et al., 2020). TikTok shops are a new way to reach the market and increase sales, especially skincare products.

Extensive research has delved into the Impulse Buying Phenomenon within the realm of consumer behaviour, with a notable focus on the burgeoning domain of live streaming TikTok Shops (Zhang & Galletta, 2006). Recent findings indicate that the presence of social interactions can incite heightened arousal and pleasure in viewers, thereby driving impulsive purchasing behaviours (Gao et al., 2018). Notably, the study conducted by Li et al. (2022) highlights the imperative of examining this phenomenon within the live streaming shopping context (Jiang et al., 2019). However, a theoretical void remains, as the current research lacks exploration into the mediation effect of gender differences, particularly in the role of a focused platform like TikTok shops, and more specifically within the domain of product types. While prior studies have acknowledged the impact of social media on consumer behaviour (Weinberg & Gottwald, 1982), only a limited few have systematically probed the potential for moderating impulse buying tendencies across different genders, particularly concerning skincare products and the Live Streaming TikTok Shops platform (Hashmi et al., 2020).

To address this gap, the proposed research will conduct a comparative study focused on skin care purchases and focused platform, that is live streaming TikTok Shops (Sun et al., 2019). Analysing the relation between social presence to arousal and pleasure, then arousal and pleasure to the impulse buying and added a gender as a moderator on the arousal and pleasure variable to contribute significantly to the understanding of comparative between gender in impulse buying. Marketers can gain insights into optimising their promotional strategies and product placement to sell skincare products in Live Streaming TikTok Shops. The study will collect data through surveys in consumers' interactions with TikTok shop content. The Stimulus - Organism - Response (SOR) framework serves as a tool for elucidating human behaviours, offering an analysis of how cognitive and emotional states are shaped by external stimuli (Shah et al., 2020). Employing the SOR framework, we establish a theoretical model to gain insights into the process behind impulsive purchasing within the context of live streaming TikTok Shops.

RESEARCH METHOD

Study Context

The advent of TikTok Shops Live Streaming has transformed the consumer landscape, providing an engaging and interactive medium for purchasing a diverse array of products. Among the various consumer behaviours observed in this novel shopping environment, impulse buying has emerged as a fascinating phenomenon warranting in-depth investigation. This proposed study aims to delve into the impulse buying behaviour within the context of skin care purchases on Live Streaming TikTok Shops, while also exploring the moderating influence of gender. As consumers increasingly embrace live streaming as a virtual shopping experience, the dynamics of impulse buying warrant a comparative analysis (Cai et al., 2018). This research aims to investigate the specific drivers behind impulsive buying tendencies in the context of skincare products, with a focus on understanding potential gender-based variations (Rook & Fisher, 1995). The study is grounded in established theoretical frameworks like the S-O-R Theory, which provides the basis for examining emotional and cognitive states, specifically pleasure and arousal, as they relate to the phenomenon of impulse buying. A methods approach involving quantitative analysis from consumer experiences will be employed. The research will involve data collection through surveys to garner a comprehensive understanding of the impulse buying phenomenon (Huang & Suo, 2021). The outcomes of this study have the potential to offer invaluable insights for marketers and practitioners, enabling them to tailor strategies for more effective engagement and conversion. By unravelling the intricate interplay between impulse buying, gender, and the unique dynamics of Live Streaming TikTok Shops, this research contributes to a deeper comprehension of contemporary consumer behaviour in the evolving landscape of e-commerce.

Sampling and Data Collection

We conducted a combined online and direct survey approach to collect data for the purpose of testing our hypotheses. All responses were consolidated through Google Forms, chosen for its user-friendly interface and efficient reach to participants. The survey was carried out exclusively in Indonesia, focusing on individuals who are viewers of Live Streaming TikTok Shops (Iyer et al., 2020). The English version of the survey was meticulously translated into Indonesian, ensuring the questionnaire's items retained their intended value for consistent questioning. The questionnaire encompassed an introductory question, demographic inquiries covering age, gender, income, and viewing frequency, as well as a total of eighteen measurement items distributed across six variables. To ensure the relevancy of responses, an initial screening question was employed to identify participants who had engaged with skincare live streaming TikTok Shops within the past three months. Those answering "yes" proceeded to respond to the subsequent questions. After meticulously reviewing and cleaning the respondents' answers, we obtained a sample of 300 valid and representative responses (Nass & Moon, 2000). This dataset will be used for analysis using SMART PLS4. Our sampling approach involved quota sampling, ensuring an equal distribution of 50% male and 50% female participants (Atulkar & Kesari, 2018). The measurement items used in our study were developed based on pre-existing literature (Li et

al., 2022), without alterations to align them with the context of live streaming e-commerce. All constructs were assessed using multiple-item reflective indicators on a 5-point Likert scale, ranging from "1 = strongly disagree" to "5 = strongly agree."

Table 1 Variable, Items & Indicator

Variable	Items	Indicator
Social Presence of Broadcaster	SPB1	I can make sense of the streamers' attitudes by interacting with them in live steaming
	SPB2	There is a sense of human touch when I communicate with the broadcasters in live streaming
	SPB3	Communication with the broadcasters in the live streaming is warm
Social Presence of the Viewer	SPV1	I am aware of other viewers who are interested in the production in live streaming shopping
	SPV2	I am aware of other viewers who share the product's information in live streaming shopping
	SPV3	I am aware of other viewers who have purchased the product in live streaming shopping
Social Presence of the Live Streaming	SPL1	There is a sense of human contact in live streaming shopping
	SPL2	There is a sense of personalness in live streaming shopping
	SPL3	There is a sense of sociability in live streaming shopping
Arrousal	AR1	I feel stimulated when watching live streaming shopping
	AR2	I feel excited when watching live streaming shopping
	AR3	I feel suprised when watching live streaming shopping
Pleasure	PL1	I feel joyful when watching live streaming shopping
	PL2	I feel pleasure when watching live streaming shopping
	PL3	I feel satisfied when watching live streaming shopping
Impulse Buying in The Live Steaming e-commerce	IB1	While watching live streaming shopping, I often buy things spontaneously
	IB2	While watching live streaming shopping, I often buy things whitout thinking
	IB3	While watching live streaming shopping, I often buy things according to how I feel at the moment

Sumber: Li et,. Al (2022)

RESULT AND DISCUSSION

Results

Sample Characteristics

Table 2 displays the demographic profile of the surveyed participants. Among the respondents, an equal distribution of gender was observed, each constituting 50% of the total sample. In terms of age distribution, the largest segment was represented by individuals aged between 26 and 35 years old, accounting for 46% of the respondents. The educational background of participants revealed that the majority held a bachelor's degree, constituting 67% of the total respondents. Regarding income, the segment earning between 5 to 10 million rupiah held the highest proportion at 42%. In terms of viewing behavior, a significant portion of participants reported engaging with live streaming e-commerce three to five times within the past three months, representing 40% of the surveyed individuals.

Table 2 Demographic Information of Respondents

Charateristic	Categories	Frequency	Percentage (%)
Gender	Male	150	50%
	Female	150	50%
Age	18 - 25	84	28%
	26 - 35	139	46%

	>35	77	26%
Educational	Junior High School	42	14%
	Senior High School	32	11%
	Bacherol	202	67%
	Post Graduate	24	8%
Income	< 5 millin	65	22%
	5 – 10 million	126	42%
	>10 million	109	36%
In the past 3 months, how many times do you watsch live streaming			
	1 – 2	67	22%
	3 – 5	121	40%
	6 – 10	77	26%
	> 10	35	12%

Measurement Model

To ascertain the reliability and accuracy of the measures integrated into our model, a comprehensive evaluation was conducted, encompassing key tests such as internal consistency, convergent validity, and discriminant validity. In our initial step, we employed composite reliabilities as outlined by Hsieh et al. (2021) to gauge the internal consistency of the measurement items. The outcomes, as summarized in Table 3, unveil that all composite reliability values surpass the threshold of 0.7, denoting robust internal consistency. Furthermore, all individual item loadings exceed the established minimum reliability threshold of 0.7. These collective results underscore a strong level of internal consistency present within the dataset. Moving on to the assessment of convergent validity, we followed the Fornell-Larcker criterion and computed the average variance extracted (AVE) for each construct. The obtained AVE values span from 0.62 to 0.81, surpassing the stipulated minimum threshold of 0.5. This substantiates the presence of convergent validity across all constructs, reinforcing the consistency and reliability of the measurements utilized in our stusdy.

Table 3 CA, CR & AVE

	Cronbach's alpha	Composite reliability(rho_a)	Composite reliability (rho_c)	Average variance extraccte
Arrousal	0.796	0.798	0.880	0.710
Impulse Buying	0.874	0.874	0.923	0.799
Pleasure	0.869	0.873	0.920	0.7993
SPB	0.855	0.857	0.912	0.776
SPL	0.888	0.890	0.930	0.817
SPV	0.700	0.707	0.832	0.623

The assessment of discriminant validity, achieved through a meticulous examination of inter-construct correlations. As presented in Table 4, it is evident that the square root of the AVE for each construct surpasses the corresponding inter-construct correlations. Moreover, all inter-construct correlations are consistently lower than the square root of the AVE, confirming the presence of discriminant validity. A comprehensive evaluation of loadings, both within the current study and across different constructs, reinforces the robust discriminant validity of all constructs. These comprehensive analyses collectively affirm the reliability, validity, and distinctiveness of the measures integrated into our study.

Table 4. Fornell-Larcker Criteria

	Arrousal	**Gender**	**Impulse Buying**	**Pleasure**	**SPB**	**SPL**	**SPV**

Arrousal	0.843						
Gender	0.240	1.000					
Impulse Buying	0.689	0.266	0.890				
Pleasure	0.689	0.267	0.693	0.890			
SPB	0.779	0.216	0.598	0.769	0.881		
SPL	0.772	0.197	0.527	0.727	0.797	0.904	
SPV	0.645	0.250	0.458	0.617	0.595	0.572	0.789

As a preliminary step before proceeding with hypothesis testing for the structural model, it is crucial to evaluate the presence of multicollinearity among variables by employing the statistical metric known as Inner Variance Inflated Factor (Inner VIF). The estimation outcomes reveal that all inner VIF values are below 5. This observation indicates a minimal level of multicollinearity among the variables. These findings not only affirm the robustness of parameter estimation within the context of Partial Least Squares Structural Equation Modeling (SEM PLS) but also underscore its unbiased nature.

Table 5 VIF Multicollinearity

	VIF
Arrousal → Impulse Buying	**3.423**
Gender → Arrousal	1.079
Gender → Impulse Buying	1.084
Gender → Pleasure	1.079
Pleasure → Impulse Buying	**3.544**
SPB → Arrousal	**3.036**
SPB → Pleasure	**3.036**
SPL → **Arrousal**	2.939
SPL → **Pleasure**	2.939
SPV → **Arrousal**	1.768
SPV → **Pleasure**	1.768
Gender × SPB → **Arrousal**	2.896
Gender × SPB → **Pleasure**	2.896
Gender × **Pleasure → Impulse Buying**	**3.294**
Gender × SPV → **Arrousal**	1.658
Gender × SPV → **Pleasure**	1.658
Gender × SPL → **Arrousal**	2.825
Gender × SPL → **Pleasure**	2.825
Gender × **Arrousal → Impulse Buying**	**3.227**

The estimation results indicate that the inner Variance Inflated Factor (Inner VIF) values are all less than 5. This suggests a low level of multicollinearity among the variables. These findings reinforce the idea that the parameter estimation is robust and unbiased.

Data Analysis

Picture 1 presents the hypotheses, their descriptions, corresponding path coefficients, p-values, and the test results derived from the analysis. The study focused on various relationships within the context of live streaming on TikTok Shops, examining factors like social presence, gender, arousal, pleasure, and impulse buying (Hu & Chaudhry, 2020).

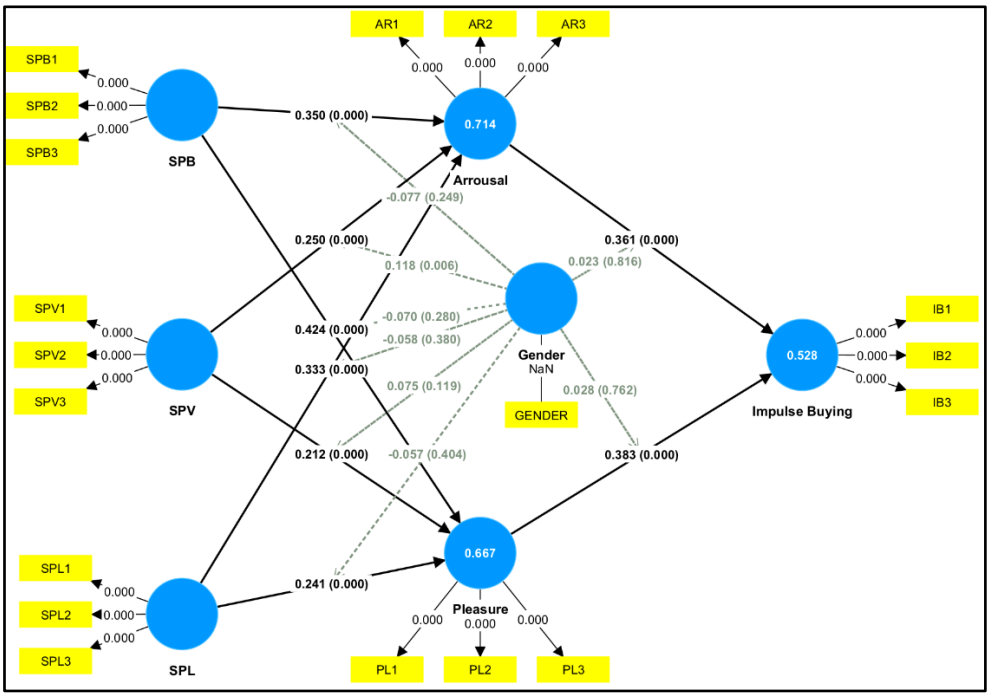

Figure 1 Result of Structure Mode, Smart-PLS4 Path Coefficient, p-Value & r-Square

Supported Hypotheses: Hypotheses H1a and H1b were both supported. The presence of the broadcaster (SPB) positively and significantly influenced both arousal and pleasure, as indicated by their respective path coefficients (0.35 and 0.424). Hypotheses H2a and H2b were both supported. Contrary to the presence of the viewer (SPV), SPV had a significant positive impact on both arousal and pleasure, with path coefficients of 0.25 and 0.212, respectively. Hypotheses H3a and H3b were both supported. The social presence of live streaming (SPL) positively also significantly affected arousal and pleasure, with respective path coefficients of 0.333 and 0.241. Hypotheses H5 was supported. Both arousal and pleasure giving a strong positive impact on impulse buying, with path coefficients of 0.361 and 0.383, respectively. Hypothesis H8 was supported. The interaction between gender and the social presence of the viewer (SPV) significantly affected arousal, with a path coefficient of 0.118. Not Supported Hypotheses: Hypotheses H6 and H7 were not supported. The interaction between gender and the presence of the broadcaster (SPB) did not significantly influence arousal or pleasure, as indicated by path coefficients of -0.077 and -0.07, respectively. Hypotheses H9 was not supported. The interaction between gender and the presence of the viewer (SPV) did not significantly impact pleasure, with a path coefficient of 0.075. Hypotheses H10 and H11 were not supported. The interaction between gender and the social presence of live streaming (SPL) did not significantly influence arousal or pleasure, with path coefficients of -0.058 and -0.057, respectively. Hypotheses H12 and H13 were not supported. The interactions between gender and arousal, as well as gender and pleasure, did not significantly affect impulse buying, with path coefficients of 0.023 and 0.028, respectively.

Table 6 Result summary of path analysis

Hypothesis	Hyphonthesis Descriptions	Path Coefficients	p-Value	Test Result
H1a	SPB→ Arrousal	0,35	0	Supported
H1b	SPB→ Pleasure	0,424	0	Supported
H2a	SPV→ Arrousal	0,25	0	Supported
H2b	SPV→ Pleasure	0,212	0	Supported
H3a	SPL→ Arrousal	0,333	0	Supported
H3b	SPL→ Pleasure	0,241	0	Supported
H5	Arrousal → Impulse Buying	0,361	0	Supported
H5	Arrousal → Impulse Buying	0,383	0	Supported
H6	Gender x SPB → Arrousal	-0,077	0,249	Not Supported
H7	Gender x SPB → Pleasure	-0,07	0,28	Not Supported
H8	Gender x SPV → Arrousal	0,118	0,006	Supported
H9	Gender x SPV → Pleasure	0,075	0,119	Not Supported
H10	Gender x SPL → Arrousal	0,058	0,38	Not Supported
H11	Gender x SPL → Pleasure	0,057	0,404	Not Supported
H12	Gender x Arrousal → Impulse Buying	0,023	0,816	Not Supported
H13	Gender x Pleasure → Impulse Buying	0,028	0,762	Not Supported

In conclusion, the study's findings unveiled the significant influence of several factors, encompassing the roles of broadcasters, viewers, social presence within live streaming, and emotional states of arousal and pleasure, in shaping impulse buying behaviors within the TikTok Shops context. Although certain gender interactions did not yield statistically significant results, the comprehensive analysis yielded valuable insights into the intricate dynamics of online shopping through live streaming platforms.

Additional Analysis

This analysis offers a comprehensive overview of the research findings, serving as a means to assess the extent to which the employed data or empirical data gathered from the field can appropriately represent and validate the model. This evaluation contributes to the determination of the model's acceptability. In line with Chin's (1998) guidelines, R Square values of 0.19 are classified as Low, values of 0.33 are categorized as Moderate, and values of 0.67 are considered High.

Table 7 R-square & Adjusted

	R-Square	R-square & adjusted
Arrousal	0.714	0.707
Impulse Buying	0.528	0.520
Pleasure	0.667	0.659

The strength of the impact of SPB, SPV, and SPL on AR is categorized as Strong, with a value of 0.714. Similarly, the strength of the influence of SPB, SPV, and SPL on PL is positioned in the Moderate to Strong range, with a value of 0.528. Furthermore, the magnitude of the impact of AR and PL on IB falls within the Moderate to Strong category, as indicated by a value of 0.667.

The f-square value serves to gauge the direct influence of variables on the structural level, with benchmarks of 0.02 (low), 0.15 (moderate), and 0.35 (high) established for f-square in relation to direct effects, following Hair et al. (2021). For moderation tests, the f-square values are set at 0.005 (low), 0.01 (moderate), and 0.025 (high), as proposed by Hair et al. (2021).

Table 8. f-square

	f-square
Arrousal → Impulse Buying	**0,081**
Gender → Arrousal	0.004
Gender → Impulse Buying	0.012
Gender → Pleasure	0.016
Pleasure → Impulse Buying	**0.086**
SPB → Arrousal	**0.142**
SPB → Pleasure	**0.178**
SPL → **Arrousal**	**0.132**
SPL → **Pleasure**	**0.059**
SPV → **Arrousal**	**0.142**
SPV → **Pleasure**	**0.077**
Gender × SPB → **Arrousal**	**0.007**
Gender × SPB → **Pleasure**	**0.005**
Gender × **Pleasure → Impulse Buying**	**0.000**
Gender × SPV → **Arrousal**	**0.028**
Gender × SPV → **Pleasure**	**0.010**
Gender × SPL → **Arrousal**	**0.004**
Gender × SPL → **Pleasure**	**0.003**
Gender × **Arrousal → Impulse Buying**	**0.000**

F Square direct test outcomes indicate that the impact of Arousal on Impulse Buying spans from Low to Moderate levels. Similarly, the influence of Pleasure on Impulse Buying also falls within the Low to Moderate range. In terms of the influence of SPB on Pleasure, the magnitude is positioned between Moderate to High levels. Regarding the F Square moderation test results, the influence of Gender on Arousal is characterized as Low. Likewise, the effect of Gender on Pleasure is classified as Moderate. Lastly, the impact of Gender on Impulse Buying is categorized as Moderate as well.

SRMR According to Schermelleh-Engel et al. (2003), if the value is below 0.10, it is still acceptable. And in the test results, the SRMR value is 0.053, which is below 0.10, indicating that this study is acceptable

Table 9 SRMR

	Saturated model	Estimated model
SPMR	0.053	0.059
d_ULS	0.536	0.671
d_G	0.373	0.419
Chi-Square	681.596	711.060
NFI	0.830	0.822

Discussion

1. Theoretical Implications

One of the potential benefits that companies can glean from this research is a deeper understanding of customers' impulse buying behaviours within TikTok Shops. This study carries significant theoretical implications that contribute to the existing body of knowledge. Firstly, it enriches the understanding of customer well-being by examining the interplay of social presence, emotions, and impulse buying in the specific context of skincare products on the TikTok Shops live streaming platform in Indonesia (Parsad et al., 2020). While prior research, such as the work by Lu and Chen (2021), has provided insights across various platforms, products, and within China's context, our study narrows its focus to these specific dimensions, shedding light on the intricacies of this setting. Furthermore, this research makes a noteworthy contribution by incorporating gender as a crucial factor within the social presence theory. Gender operates as a moderating variable, enabling a nuanced exploration of the interaction between male and female consumers. This exploration gains significance in the light of the three-dimensional construct of social presence inherent to the live streaming e-commerce realm: broadcaster's social presence, viewer's social presence, and live streaming's social presence. This expanded perspective on social presence not only addresses the complexities of these dimensions but also offers a holistic understanding of the factors influencing the varied facets of social presence. Additionally, our study brings the focus to skincare products within the Indonesian context and specifically within the TikTok Shops platform. By narrowing down to this local and specialized context, we contribute valuable insights that are applicable to the unique dynamics of the Indonesian market and the TikTok Shops platform. This localized focus underscores the relevance of our findings to a specific target audience and platform, enhancing the practical applicability of our research.

2. Practical Implications

This study carries significant practical implications that contribute to the existing body of knowledge. Firstly, Companies can leverage the insights from this study to fine-tune their marketing strategies on the TikTok Shops platform. Understanding how social presence and emotions drive impulse buying can guide companies in creating engaging and persuasive content that resonates with viewers. By tailoring their approach to enhance social presence and evoke positive emotions, businesses can effectively capture the attention and interest of potential customers (Fu et al., 2018). Second, by considering the nuanced preferences of both male and female consumers, companies can tailor their presentations, interactions, and product demonstrations to cater to the emotional triggers that drive impulse buying. Third is for consumers, the study highlights the need to be cautious during emotionally charged moments when participating in live streaming e-commerce. Being aware of the influence of emotions on impulse buying can empower individuals to make more informed and mindful purchasing decisions, leading to greater satisfaction with their choices. And lastly, focusing on skincare products within the Indonesian context and on the TikTok Shops platform provides companies with specialized insights that are directly relevant to their target audience enables companies to tailor their offerings, communication style, and marketing efforts to align with the unique dynamics of the Indonesian market. In essence, this study also offers actionable insights that businesses operating within the live streaming e-commerce domain can utilize to enhance their engagement with customers, foster trust, and optimize their approach to driving impulse buying behaviours (Park et al., 2012).

CONCLUSION

In conclusion, this research sheds light on the intricate dynamics of impulse buying behaviors within the context of TikTok Shops, specifically focusing on skincare products in Indonesia. The study contributes significantly to both theoretical and practical domains, offering a comprehensive understanding of the interplay between social presence, emotions, and impulse buying. By examining the nuanced dimensions of social presence-broadcaster's, viewer's and live streaming's-and introducing gender as a moderating factor, the research advances our comprehension of how these factors influence customers' experiential shopping journey. Practical implications derived from the study are manifold. Companies can utilize the insights gained to refine their marketing strategies within the TikTok Shops platform. By harnessing the power of social presence and emotions to create tailored, engaging content, businesses can effectively entice and captivate potential customers. The study emphasizes the importance of gender considerations in crafting presentations and interactions, allowing businesses to resonate with both male and female consumers. Moreover, customers are encouraged to exercise mindfulness in emotionally charged shopping moments, making well-informed purchase decisions that align with their preferences and needs. Focusing on skincare products within the Indonesian context and TikTok Shops platform enables businesses to tailor their offerings and communications to meet the distinct demands of the local market. Despite its contributions, this study does have certain limitations. The research scope is confined to the Indonesian market and the TikTok Shops platform, potentially limiting the generalizability of findings to other cultural contexts and e-commerce platforms. Additionally, the study narrows its focus to skincare products, potentially overlooking insights applicable to other product categories. The research does not delve into different modes of live streaming e-commerce, leaving room for exploration of effects on impulse buying in varying modes. To address these limitations and expand upon the findings, future studies can explore impulse buying behaviours within different cultural contexts, considering varied product categories and e-commerce platforms. Further investigation into the implications of social presence on impulse buying in diverse live streaming modes, such as those integrated into social media platforms like Instagram or Facebook, could yield valuable insights. Additionally, examining the long-term effects of impulse buying behaviours and the potential impact on customer loyalty and satisfaction presents an avenue for extended research. Furthermore, studies can delve into the role of trust and authenticity in live streaming e-commerce, as well as the efficacy of strategies aimed at balancing emotional experiences during online shopping events. Such endeavours will enrich our understanding of live streaming e-commerce dynamics and provide actionable insights for businesses and consumers alike.

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