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Relationship between Advertisement and Consumer Brand Preference at LG Couture France

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Abstract

Consumers influence the performance of an organization. When a customer chooses one brand over another consistently, it increases an organization's competitive advantage. Customers are more likely to choose a product from a brand they know and will often become loyal to a particular brand if they trust its products and feel its qualities match their needs. Thus, the study sought to examine the effect of advertisement on consumer brand preference at LG Couture France. The study relied upon the literature to make the inferences. The study findings showed that advertisement positively affects consumer brand preference. Advertisements guide, educate, inform and shield the interest of the consumers. Advertising is among the most effective and vital ways to offer consumers an idea or alter their opinion concerning a specific product or service, which businesses globally usually use. The study noted that consumer brand preference is essential to understanding consumer choice behaviors and has received great attention from marketers. The advertising is linked with brand loyalty which increases the repurchase again and again over a long period. The companies that have increased their advertisements of the products they offer can establish an expansive consumer base. The study concluded that advertisement positively and significantly affects consumer brand preference at LG Couture France due to prior studies' results. Advertisements increase familiarity and trust between a company and its customers. If potential customers see numerous advertisements about the product, they may consider it a trusted brand. The study recommended that LG Couture France ensure product advertisements are done regularly. The company should perform advertising initiatives to enhance product purchases. The company should not only apply one form of advertisement because of the nature of the consumer preferences.

Keywords: *Advertisement, Consumer Brand Preference, LG Couture France*

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1.0 Background of the study

Advertising has a lot of impacts on the consumption quantity of consumers and sales quantity (Chakraborty, Hossain, Farhad, Azad & Islam, 2021). Adverts might not always produce large quantities of sales in the short term but enhance sales and profits in the future when conducted appropriately. Even though some marketers think that accurate knowledge about consumers, how they purchase, their reason for buying, and where they buy is unnecessary as it is possible to manipulate hapless purchasers into parting with their cash in return for goods that they do not desire. Ayanwale, Alimi, and Ayanbimipe (2018) argued that advertising could be viewed as a paid, non-personal communication with numerous media by a business firm, non-profit company, and people who remain in some way recognized in the advert information and who want to educate or convince participants of a particular target market. Customers are more likely to choose a product from a brand they know and will often become loyal to a particular brand if they trust its products and feel its qualities match their needs. Advertisements guide, educate, inform and shield the interest of the consumers. Advertising is among the most effective and vital ways to offer consumers an idea or alter their opinion concerning a specific product or service, which businesses globally usually use.

The significance of advertising by every organization is to generate sales and make good profits (Saji, John, Nair & Houjeir, 2019). Companies that have increased the advertisements of their products can establish an expansive consumer base. Advertisements increase familiarity and trust between a company and its customers. In most companies, sales level is an important factor in budgeting or profit planning. In many instances, before production units can be settled, they consequently influence material purchases. Moreover, considering the decision for sales is one of the most challenging activities most organization managers encounter. It is hard to forecast, determine or establish potential consumers' needs precisely because they are uncontrollable aspects external to the company (Arul Perumal, Ragul & Karthik Raja, 2019). Consequently, the relevance of sales to business survival and the relationship between customers and sales is suitable for companies to participate in programs that can make customers change their decision to buy its products.

Understanding the market, producing a product, and selling it are necessary for every firm (Alreck & Settle, 2019). With technological development, businesses have efficient means of communication, which they use in these interactions, either within the company with employees or outside with consumers whose aim is to generally attract their interest to the product or brand (Jacob, 2021). This is to familiarize these consumers to get them to buy/use the products/services. Among the types of communication present, there is advertisement and its duty to shape consumer habits and purchasing decisions. Advertising is among the most effective and vital ways to offer consumers an idea or "alter their opinion" concerning a specific product or service, which businesses globally usually use (Flowers, 2019). Moreover, advertising is critical according to its type, how it is established, how it affects the consumer's habits from kids to teens to grownups and the old, and its effects, good and poor, on the purchasing decision of the customers.

Customers are the main market component. Their behavior is anchored on personal demands (Homburg, Wilczek & Hahn, 2018). That is why, most of the time, they find themselves embedded in the alternative between different products provided by the corporation. Without a doubt, the

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principal goal of the clients is to satisfy their needs as much as possible by buying the product they choose (Palojärvi, 2018). However, before arriving at the decision point, customers experience the effect of a wide range of variables: the other similar products that cause either their motives to buy or brakes to give up on the product. At the beginning of any project, marketing experts are required to assign part of their expenditures to develop their advertisement to inform individuals of the existence of their product and increase the number of consumers (Griffin & Hauser, 2021). Without marketing, the variety of those familiar with the product will certainly be limited to the circle of family, friends, and those individuals who will know about it only by chance. Although awareness of the presence of the product has a neutral impact on the consumer, it generally works to move individuals from the level of lack of knowledge of the product to the level of discovery and understanding of it. Yau (2018) asserted that recognition is the cognitive phase in which consumers are attracted and the initial step in their contact process.

Advertisers' main goal is to get to potential consumers and affect their understanding, attitudes and purchasing behavior (Haugtvedt, Petty & Cacioppo, 2020). They use huge sums of cash to keep people curious about their items. To prosper, they need to know what makes prospective consumers act as they do. The marketer's objective is to have sufficient market information, to create proper accounts of buyers-to-find the specific group for communications which includes the studying of consumers behavior: the psychological and emotional processes and the physical activities of individuals who buy and consume goods and services to satisfy certain requirements and wants (Tsang, Ho & Liang, 2019). The motive of being in business by each firm is to make huge sales and generate more profits. With proper advertising, one gets to express or set out the image you want target consumers to have of your brand (Barich & Kotler, 2021). One can demonstrate or display your good, describe the place and how clients can purchase from you and put more emphasis on value via the benefits-price comparison. Likewise, under the influence of advertisement on customer brand preference, customers with high brand loyalty may be examined and compared to customers with low brand loyalty (Kotler, Kartajaya & Setiawan, 2019). Different studies show enhanced advertisement usually leads to high loyalty; hence customers increase their buying of items and maintain a greater degree of loyalty. A company that performs advertising initiatives to enhance product purchases increases the customer base. Hence, the study reviewed the literature to examine the relationship between advertisement and consumer brand preference at LG Couture France.

2.0 Literature Review

Lambrecht and Tucker (2020) note that the essence of advertising is to convince clients that a firm's product or service is the best, improve the organization's image and develop a demand for services and products. Advertisement positively affects consumer brand preference. Advertisements guide, educate, inform and shield the interest of the consumers. Advertising is among the most effective and vital ways to offer consumers an idea or alter their opinion concerning a specific product or service, which businesses globally usually use. The study noted that consumer brand preference is essential to understanding consumer choice behaviors and has received great attention from marketers. The advertising is linked with brand loyalty which increases the repurchase again and again over a long period. The research discovered that the

impact of advertising on consumer choice is established by the degree of knowledge concerning the existing systems of advertisements and the time invested in these media.

A study by Korenkova, Maros, Levicky and Fila (2020) reported that the spreading of diverse brands of food drinks in the nation has brought about competitive competition for enhanced market share being observed amongst the drivers in the food drink industry. When competition is eager and the consumers are faced with a brand choice out there, it comes to be crucial for the manufacturers to recognize the main variables that can bring the interest of purchasers to their brand. This then develops the basis for advertising planning and action. The research, anchored on a study of 500 arbitrarily chosen customers of food drinks in Delhi, India, analyzed the duty played by advertising in affecting consumers' choice of Bournvita, which is among the leading food drinks in the Food and Drink market in India. Outcomes exposed that both men and women and various age groups were equally affected by marketing in their preference for the brand. 41.25% of the customers revealed a choice for Bournvita out of the different brands of the food beverage studied. The choices progressed significantly because of its fascinating advertising (50.12%) and great high quality (35.12%). Television advertising was most chosen by 61.24% of the participants of all the media used in advertising in Bournvita. The demand for high preference for marketing is, as a result, highlighted for firms that wish to not only retain their market but take favorable actions to enhance their market share.

Cronin (2018) argued that there had been constant and intense competition by companies through advertisement as a tool. Currently, most customers have been enclosed or directed to one side by advertisements for various companies. Market researchers suggest that these promotions are still crucial in bringing customers to a particular brand; however, critics believe it's becoming less effective. The telecom industry in Malaysia has been a field that has experienced great deals of marketing in the nation. Therefore, knowing what happens behind the scenes seems critical for major gamers". The study's objective is to explore the influence of advertisements on customer brand choice in the Malaysian telecommunications industry. Appropriately we initially attempted to comprehend advertisement and how it functions and how each brand uses it to attain its purposes and afterward, past literature on how promotion has influenced brand choice in various fields exists. The individuals in the research are customers of the three main telecommunications brands in Malaysia and the information gathering approaches utilized were both surveys and interviews techniques made use of questionnaires. It was seemingly concluded that advertisement remains an effective approach for telecom firms to obtain market share.

Wolburg (2020) reported that over a billion dollars are used yearly on generic advertisements that enhance the intake of commodity items. Common advertising is created to boost primary needs, or the "size of the pie," without influencing particular needs or the "share of the pie." On the contrary, common advertising enhances the consumer's level of sensitivity to modifications in price and systematically changes brand choices. The impacts of generic advertising may result from the tendency of generic adverts to transform the relative importance of the attributes utilized to examine the brand. The outcomes have ramifications for the public policy concern of how to efficiently execute generic advertising without differentially benefiting specific brand names and the managerial issue of integrating generic and brand advertising to attain product group and brand differentiation objectives.

<https://doi.org/10.53819/81018102t5098>

Weitz and Jap (2019) discovered that building solid brand equity to achieve competitive advantage is a leading concern within many companies; however, it is not constantly an easy job to accomplish. As a result of the enhanced globalization and competition, the management of a brand has become relevant and therefore provides a fascinating area to examine. Many businesses can complete this successfully and efficiently by fostering efficient brand equity approaches. The study, for that reason, is sought to examine the effect of brand equity on customer selection in purchasing quality mineral water, with a unique focus on the contributory functions of its different components in affecting consumer preference and regulating the duty of the sector context in impacting the connection in between brand equity and customer preference. The specific goals of the research were to explore: the effect of brand awareness on customer options, the impact of brand loyalty on customer preference, the impact of perceived quality on customer options, and the impact of exclusive brand assets on customer preference. Furthermore, the research investigated the moderating impact of the market concept on the association between brand equity and customer preference. The target population in the research was 357,555 consumers in supermarkets and procurement staff members in the picked supermarkets in Berlin, Germany. The research was carried out in supermarkets in Germany. The context was selected due to the prominence of the supermarkets in the retail industry in Germany and based on the minimal study carried out on branding in the German context. Convenient sampling was embraced to choose the supermarkets and organized sampling was performed to pick consumers from a purchased sample size from the supermarkets with 550 participants. Both primary and secondary information was utilized. Primary information was gathered utilizing semi-structured surveys and an interview guide. Secondary information was gathered with documents and reports review. Detailed data were utilized to summarize the residential or commercial properties of the mass information. Inferential statistics were obtained using Pearson's relationship and logistic regression evaluation. The study outcomes were presented in percentages, tables, charts and graphs. The results revealed that all goals of the research were considerable at 95%; there was a substantial effect of brand recognition, regarded quality, brand loyalty and various other exclusive brand assets on customer preference. In addition, it reveals brand loyalty as one of the most dominant elements developed whose platform needs to be constructed by the other three dimensions of brand equity to enable a company to influence consumer choice practices. The research suggests that brand equity must play a leading role among product-associated approaches in developing a marketing approach for bottled water manufacturers.

Podder and Tanjee's (2021) study aimed to explore the variables that affect customers' brand choices for instant foods focusing on the graduate-level students of Singapore and Iran. The study used a qualitative technique. Semi-structured online interviews were performed with twenty graduate-level students from Singapore and Iran. The accumulated primary data were recorded and examined using thematic evaluation by comparing with the literature reviewed within unique themes. The primary outcomes of the research are: culture and religious values have a substantial impact on Iran customers as contrasted to customers in Singapore; High quality plays a predominant duty in determining instantaneous food brands in both nations as it can have a straight impact on the health; Eye-catchy packaging develops fascination within the customers' concerning a brand in both nations; Cost is thought about as a vital variable because of the restricted buying power of Iran customers whereby in Singapore, customers' prepare to endanger with the price if

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they could get a remarkable quality. The research has established a theoretical version that reveals the impact of culture, advertising and marketing communication, brand aspects, price of the brand, brand photo and brand schedule on customers' brand choices in Iran and Singapore. The results disclose the quality and packaging of a brand can play a significantly important role in consumers' brand preferences apart from other elements. The research might assist supervisors in becoming accustomed to cultural values through standardization and adaptation. The study might add understanding for the supervisors while putting the brand rate as it has been considered an important element. The existing research shows that reasonable quality assurance is adequately needed and will certainly aid supervisors while identifying quality. Just 2 nations were consisted of in the research, which is considered a restriction and challenging to apply in other nations because of cultural disparities. The targeted group was graduate-level learners that are additionally an imperfection, and it might not be generalized to have implications for customers of various other ages and lines of work. Quantitative research with a more substantial number of participants in greater than 2 nations is recommended for future study. Future studies can be accomplished by customers acquiring preferences for other food products.

Forsythe and Shi (2020) studied the impact of online marketing on consumer brand awareness and patronage of financial institutions. Many customers have not effectively embraced online purchases even knowing their existence. The level of online marketing affects consumer brand awareness, the level of online marketing affects consumer buying behavior and the level of online marketing affects consumer brand recall of financial institutions' products were the study purposes. The range of the research is the impact of online marketing on financial institutions. Participants of the research are all customers of 10 branches of financial institutions that are educated and have access to the internet. The sample size was determined using Freund and William's approach as the population is uncertain. The Snowball sampling method was taken on and the study approach was used to collect information by using a questionnaire instrument. Content legitimacy was carried out to determine the uniformity of the survey and reliability was attained utilizing Cronbach's alpha. Results exposed online marketing substantially influences consumer brand name understanding of financial institutions items. Likewise, it was uncovered that online marketing has no substantial effect on customer buying habits. And likewise, online marketing has no considerable impact on customer brand recall of financial institutions items. The study suggests that financial institutions ought to model their online marketing in eye-catching texts, photos and videos to recognize their different items better. Financial institution advertising executives must persuade clients on one-to-one bases to adapt the online banking transactions. Banks that have not taken on online advertising need to key into it to encourage customer brand recognition and patronage.

Bravo, Montaner and Pina (2019) researched the long-run advancement of brand choices, using new information on customers' life histories and purchases of customer-packaged products. Disparities in where customers have lived in the past enable us to differentiate the causal impact of previous scenarios on present purchases, holding continuous coeval supply-side variables. We reveal that brand preferences develop endogenously, are relentless, and discuss 55 percent of geographic disparities in market portions. Counterfactuals recommend that brand choices develop big entry obstacles and permanent benefits for incumbent companies and may describe the determination of early-mover advantage over extended periods.

<https://doi.org/10.53819/81018102t5098>

A study by Khuong and Duyen (2021) investigated the impact of advertising on customer purchasing habits by focusing on cosmetics products. Especially the research aimed to recognize the media of advertising utilized to market cosmetics products, establish methods in which advertisement affects purchasing behavior and develop how various advertisements affect consumers' actions. The research was performed in Brazil and preliminary information was gathered using questionnaires. The research utilized a case research style and consisted of a sample of 50 participants. From the research results, the researcher concluded that marketing plays a very substantial duty in affecting consumers purchasing behavior by attracting their attention, arousing their passion, and creating a need to buy the products. Cosmetics utilize an event, word of mouth, Facebook, T-shirts, and other social media advertising. It was suggested that cosmetics must concentrate more on promoting its products with the methods currently utilized to precede enhancing consumer purchasing behavior.

3.0 Findings

The study discovered that advertisement positively affects consumer brand preference. Advertisements guide, educate, inform and shield the interest of the consumers. Advertising is among the most effective and vital ways to offer consumers an idea or alter their opinion concerning a specific product or service, which businesses globally usually use. The study noted that consumer brand preference is essential to understanding consumer choice behaviors and has received great attention from marketers. The advertising is linked with brand loyalty which increases the repurchase again and again over a long period. The companies that have increased the advertisements of their products can establish an expansive consumer base. When a firm has a proper advertising strategy, it expresses or sets out the image one wants target consumers to have of its brand. It is growing as the backbone of modern-day national and worldwide marketing. Advertisements guide, educate, inform and shield the interest of the consumers. The advertisement, a crux of any market economy, plays a critical duty in the country's economic progress. Consumers today know the different brands in the market and are conscious of the products they utilize or consume. They pick carefully according to their requirements, style, choices, etc. They likewise exercise much freedom in decision making and influence purchasing behavior. The clients are conscious of various brands available in the marketplace through advertisements. Advertisement usually leads to high loyalty; hence, customers buy products and maintain a greater degree of loyalty, which can increase an organization's overall performance.

4.0 Conclusion

The study concluded that advertisement positively and significantly affects consumer brand preference at LG Couture France due to prior studies' results. Advertisements increase familiarity and trust between a company and its customers. The development of a more effective marketing campaign that draws consumers' attention and captures their passion will be a good idea. Most companies' advertising messages need to be both convincing and reminder-oriented. The messages have to be solid and attractive enough to encourage and build brand choices and encourage changes to the business's brand by altering the assumption of the customers of the rival brand of the product. Persuasive advertising could be useful because it looks to establish the prevalence of one brand through specific contracts with one or more other brands in their product class. Advertisements play a very substantial duty in influencing consumers purchasing behavior by attracting their

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attention, arousing their passion and creating a need to buy the products. In addition, the research concluded that the effect of advertisement on customer brand preference has revealed a significant association and that advertisement remains among the main aspects of preserving consumer brand preference. Advertising is critical according to its type, how it is established and how it affects the consumer's behavior from kids to teens to adults and the old. To prosper, there is a need to know what makes prospective consumers act as they do. The advertisement might not always produce large quantities of sales in the short-term, but enhanced sales and profits in the future when conducted appropriately. A customer consistently chooses one brand over another increases an organization's competitive advantage. Customers are more likely to choose a product from a brand they know and will often become loyal to a particular brand if they trust its products and feel its qualities match their needs.

5.0 Recommendations

The study recommended that LG Couture France ensure product advertisements are done regularly. The company should perform advertising initiatives to enhance product purchases. The company should not only apply one form of advertisement because of the nature of the consumer preferences. Moreover, it is recommended that online advertisements should be eye-catching texts, photos and videos to develop much better recognition of their different products. Customers are more likely to choose a product from a brand they know and will often become loyal to a particular brand if they trust its products and feel its qualities match their needs. The companies should allocate finances to be used in marketing the products and services. In addition, the organization's management should ensure they have competent marketing officers who can develop the most effective strategies to increase consumer brand preference.

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