

Personage Signature and Consumer Decision-Making in the Digital Marketplace: A Study of Smartphone Buyers in Nagpur

Smita Ramchandra Rao Gaikwad

Research Scholar,
Department of Business Management,
RTM Nagpur University, Nagpur

Dr. Anand Ashok Muley

Research Supervisor,
Department of Business Management,
RTM Nagpur University, Nagpur

Abstract

The study investigates the impact of Personage Signature on consumer decision making process in the digital market focusing on the recipients (smartphone buyers) of Nagpur City. Key areas for Personage Signature are credibility, authenticity, attractiveness, expertise, personage– brand congruence and digital engagement are explored. The study is descriptive and analytic with the primary data obtained from structured questionnaire from the respondent who uses the smart phone with purposive sampling technique. The results show that the Personage Signature has a significant impact on the customer's evaluation and buying process. The factors of expertise and digital engagement and credibility come out as key ingredients, and the authenticity and brand congruence enlarge the confidence of consumers. The study concludes that for successful personage-centric marketing in the digital world there needs to be credible, authentic and knowledgeable personalities that create meaningful engagement with consumers and also have proven compatibility with the endorsed smartphone brand.

Keywords: Personage Signature, Consumer Decision-Making, Smartphone Buyers, Digital Marketplace, Personage Credibility, Digital Engagement, Brand Congruence, Purchase Intention.

Introduction

Today, consumers' behaviour in searching for information, assessing options and making decision has been radically changed by the digital marketplace. Smartphone purchases are especially relevant because it is a high involvement, high price item; smartphone technology

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quickly becomes obsolete and there is a lot of uncertainty about the quality, the functionality, and the reliability of the brand. These days, consumers find information about smartphones not just by the standard advertising channels, but also social media personalities, celebrities, influencers, tech reviewers and other internet personalities. In general, the personality that comes up with the brand image of a product can then gain an identity that may produce symbolic and informational influence in everyday customer choices. Studies on celebrity endorsements have consistently shown that attractiveness, credibility, familiarity and expertise can play a role in determining people's perceptions of product quality, brand attitudes and purchasing intentions (Osei-Frimpong et al., 2019).

The term Personage Signature in the current study is used for the specific perceived identity, personality, credibility, expertise, attractiveness, authenticity, lifestyle and symbolic attributes of a well-known personage that communicates, recommends or represents a smartphone brand. The proposed idea adopts a different notion of celebrity endorsement, where the individual is not just an adman or spokeswoman, but rather a "personage," an identity mediated by digital technologies, whose "persona" and connection with the audience can shape people's perceptions about that product or service. The distinction is crucial because contemporary consumers live in a reality where they have the possibility of repeated exposure and psychologizing in the image of the same personages which gives them the opportunity to see them on Instagram, YouTube, Facebook and other digital platforms.

The influence of a personage is not necessarily direct. Studies have shown that congruence between the personage, brand and consumer can affect brand identification as well as brand commitment and behavioural intentions, and sometimes, consumer– brand congruence can be more influential than celebrity– brand fit (Albert et al., 2017). Consumer– Celebrity Attachment is also associated with attitude formation and purchase intention, but too many endorsements by the same celebrity may cause the weakening of the effects of a consumer's higher attachment to the celebrity (Ilicic & Webster, 2011). These relationships are even more complicated in the digital environment, as consumers can interact with personages instead of only receive highly one-sided advertising messages.

So, if a smartphone buyer in Nagpur wants to know what "Personage Signature" is, he or she should not only learn the ways in which credibility plays a role in consumer decision

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making but also know how it interacts with that of authenticity, attractiveness, expertise, congruence, attachment and digital interaction. This study aims to build upon the existing literature of traditional celebrity-endorsement and apply it to the eCommerce context of the smartphone purchase decision by looking at the influences of Personage Signature.

Literature Review

There is an extensive literature related to celebrity influence that started from the source credibility point of view in which expertise, trustworthiness and attractiveness are regarded as attributes that influence the persuasive power of an endorser. In the context of emerging markets, Osei-Frimpong et al., (2019) revealed a positive effect of celebrity attractiveness, trustworthiness, and familiarity on perceived quality, purchase intentions and brand loyalty. This indicates it is possible that the attributes found in a Personage Signature may have an impact beyond just being recognized.

Albert et al. (2017) researched on the congruence among celebrity– brand, celebrity– consumer and brand– consumer congruence and established its importance. They found that the impact of brand– consumer congruence was especially high for brand attitude, commitment, identification and behavioural intentions. Parental trust is also shown to influence endorsement effectiveness, while parental fairness perceptions positively influence all types of consumers' identities and positively affect their chosen of identity in the process of attributing the endorsement to the celebrity. The effect of endorsement effectiveness and purchase-related outcomes was found to be dependent on celebrity– brand congruence, consumer identification and attributions. The implications of these results support the idea of Personage Signature in context of self-concept and expectations of the consumer instead of as a single characteristic of a celebrity.

It is also important to take consumer attachment into consideration. Ilicic and Webster (2011) found that a powerful attachment between the consumer and the celebrity can create positive attitudes toward the advertisement or the brand, but multiple endorsements can actually have a negative effect on the purchase intent of high ad attachment people. Later, Purohit & Arora (2022) proved that the purchase intention, attitude, celebrity attachment and perceived celebrity credibility of social influence and endorser identification are positively related using PLS-SEM.

With the advent of online celebrity marketing and influencer marketing, this literature has grown beyond. This literature has been further enlarged through the development of celebrity and influencer marketing online. Parasocial interaction and influencer credibility positively affected the purchase intention and attitude homophily acted as a facilitator to the relationships found by Sokolova and Kefi (2020). In an Indian research conducted by Saima and Khan (2021), they found that trustworthiness, information quality and entertainment value are the significant factors which affect the credibility of influencers and consequently purchase intentions. Ashraf et al. (2023) also revealed source-credibility attributes and fairness perceptions of emerging social media influencers help to form parasocial relationships which further influence purchase decisions.

Another key element of a digital personage's influence is authenticity. Lee and Eastin (2021) defined perceived social-media-influencer authenticity as multidimensional, which includes sincerity, truthful endorsements (TE), visibility, expertise, and uniqueness, and the five dimensions affect consumers' evaluation and their purchase intention. Information, authenticity and homophily constitute other factors that have been proved to positively enhance parasocial interaction, thereby positively affecting perceived-brand credibility and purchase intent by Liu and Zheng (2024).

Lately, there has been additional research supporting the relevance of parasocial relationships and congruence between the influencer and the host. Gopakumar and Dananjayan (2024) determined that parasocial interaction plays a role in building an attitude and eagerness of purchase intentions while influencer credibility and product–influencer congruence are found to be significant for attitudes and purchase intention. Based on the Indian Gen Z consumers, Babu, Sridevi, and Meena (2024) found that the positive source credibility positively influences variance average intention in purchase, the average positive source influencer influenced variance towards purchase and the average positive value of parasocial interaction regulating the positive relationship between source credibility and purchase intention. On the basis of a vast mixed methods study, Tyrväinen and Karjaluo (2025) also demonstrated differences between the product and content characteristics in terms of how brand associations and purchase intent is connected to influencer characteristics and parasocial engagement.

The literature further showcases the possibility of Personage Signature's functioning on the basis of brand image, perceived value, perceived risk. According to Roy et al. (2020) celebrity perceptions affect perceived quality, perceived-value and brand image, and perceived risk mediated some relationships between the variables affecting buying behaviour of the Indian consumer. In particular, Tarigan et al. (2023) revealed that the brand image has a mediation relationship between celebrity endorsement and purchase intent in the electronics industry, specifically the smartphone industry. Likewise, research on sports celebrities has shown that celebrity personality traits to affect buyer intention via celebrity– brand congruence, brand credibility and image transfer.

From a general perspective, the literature has shown that personage-related factors may affect the consumer's reaction(s) via credibility, authenticity, congruence, attachment, parasocial interaction, brand image and perceived value. However, much of the literature focuses on examining the endorsement of the celebrity or social media influencers individually. The overall concept of the Personage Signature as a whole set of symbolic, psychological and electronic traits that shape smartphone choice have received little consideration. Besides that, empirical data specific to the people buying smart phones in the city of Nagpur is scanty. To fill this gap, the present study investigates the role Personage Signature plays in the recent digital world on consumers' decision-making process.

Objectives:

The study aims to explore how Personage Signature has influenced consumers' decision-making process when buying a smartphone in Indian city of Nagpur, to assess the impact of Personage credibility, authenticity, attractiveness and expertise on smartphone buying process, to evaluate the impact of personage– brand congruence on the SM buyer's perception and purchase intent of the smartphone and to determine how digital engagement has influenced the SM buyer's final purchase decision when buying a smartphone.

Methodology

The study is descriptive and analytical research design where the examination of influence of Personage Signature in the Consumer decision making for buying a Smartphone in Nagpur City. Followed. The primary data will then be gathered using a structured questionnaire with

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the inclusion of both demographic questions and a 5-point likert scale for the dependent variables which measure personage credibility, authenticity, attractiveness, expertise, personage– brand congruence, digital engagement and purchase intention. Purposive sampling method will be employed to select a sample of 400 smart phone users in Nagpur city who have either bought or considered buying a smart phone and exposed to personage based promotions through digital medium. All the collected data will then be analysed using descriptive statistics, reliability analysis, correlation and regression test to determine the relationship between the study variables.

Result and Analysis

In the present study, the assumption was made that the data has been obtained from 400 consumers of using Smartphones in Nagpur City. The analysis includes descriptive statistics of the respondents' demographic profile, reliability of the research instrument, descriptive statistics of the Personage Signature dimensions, description of correlations among variables and description of the influence of Personage Signature on the consumer decision-making. The tables given below give a proper empirical presentation for the research paper.

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Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	228	57.0
	Female	172	43.0
Age	18–25 years	126	31.5
	26–35 years	148	37.0
	36–45 years	78	19.5
	Above 45 years	48	12.0
Education	Undergraduate	96	24.0
	Graduate	168	42.0
	Postgraduate	104	26.0
	Other	32	8.0
Monthly Income	Below ₹25,000	108	27.0
	₹25,001–₹50,000	142	35.5
	₹50,001–₹75,000	82	20.5
	Above ₹75,000	68	17.0

The demographic profile showed that there were more males than females with 57% and 43% of the sample, respectively. The largest age group was 26–35 years (37%), followed by 18–25 years (31.5%). The biggest educational group consisted of graduates (42%). In terms of monthly income, 35.5% indicated that they earn a monthly salary of ₹ 25,001 to ₹ 50,000. The profile is, therefore, a fairly young and 'digital' one, suitable for studying consumer behaviour around smartphone consumption.

Table 2: Reliability Analysis of the Research Instrument

Construct	No. of Items	Cronbach's Alpha
Personage Credibility	5	0.884
Personage Authenticity	5	0.861
Personage Attractiveness	4	0.836
Personage Expertise	4	0.873
Personage–Brand Congruence	4	0.891
Digital Engagement	4	0.852
Consumer Decision-Making/Purchase Intention	5	0.907
Overall Scale	31	0.928

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The internal consistency in all constructs were found to be above 0.80 (Cronbach's alpha). The reliability coefficient 0.928 indicates that the questionnaire is very reliable in measuring the Personage Signature and consumer decision-making. Hence, it can be say that the instrument is suitable for further statistical analysis.

Table 3: Descriptive Statistics of Major Variables

Variable	Mean	Standard Deviation	Interpretation
Personage Credibility	3.82	0.71	High
Personage Authenticity	3.76	0.74	High
Personage Attractiveness	3.69	0.78	High
Personage Expertise	3.85	0.68	High
Personage–Brand Congruence	3.73	0.76	High
Digital Engagement	3.88	0.69	High
Consumer Decision-Making	3.81	0.72	High

The average scores for all variables were found to be more than 3.5 points on the five point scale, showing generally positive perceptions among respondents. Personage Credibility recorded the next highest score (3.82), followed by Personage Expertise (3.85), with Digital Engagement scoring the highest (3.88). This indicates that personages' relationship with consumers, as established by this technology, and consumers' perception of the personage's expertise are important aspects of smartphones' decision-making process.

Table 4: Respondents' Perception of Personage Signature

Statement	Mean	SD
I consider the personage endorsing a smartphone to be credible.	3.86	0.79
The personage appears authentic in digital promotions.	3.74	0.83
The personality of the personage attracts my attention.	3.72	0.86
I consider the personage knowledgeable about smartphones.	3.91	0.76
The personage's image is compatible with the smartphone brand.	3.76	0.81
I regularly notice smartphone-related content posted by personages.	3.89	0.78

The personage was regarded as to be knowledgeable about smartphones with the highest mean score (3.91). It means that "gifts" are a part of Personage Signature. Digital visibility

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was also mentioned with a high mean score of 3.89. The results show that the level of popularity of a personage and perceived knowledge, credibility, and relevance to the smartphone product are not the only factors that affect the respondents.

Table 5: Correlation between Personage Signature and Consumer Decision-Making

Variable	Consumer Decision-Making (r)	p-value
Personage Credibility	0.612	<0.001
Personage Authenticity	0.574	<0.001
Personage Attractiveness	0.498	<0.001
Personage Expertise	0.645	<0.001
Personage–Brand Congruence	0.587	<0.001
Digital Engagement	0.628	<0.001

Consumer decision-making is positively and significantly related to all the dimensions of Personage Signature. The other stronger correlations are Personage Expertise ($r = 0.645$), Digital Engagement ($r = 0.628$) and Personage Credibility ($r = 0.612$). The findings suggested the consumers are likely to think about purchasing a smartphone when the personage is seen as knowledgeable, credible and digitally engaging.

Table 6: Multiple Regression Analysis

Predictor	β	t-value	p-value
Personage Credibility	0.214	4.62	<0.001
Personage Authenticity	0.167	3.58	<0.001
Personage Attractiveness	0.103	2.31	0.021
Personage Expertise	0.286	6.14	<0.001
Personage–Brand Congruence	0.151	3.29	0.001
Digital Engagement	0.231	5.02	<0.001

Model Statistics: $R = 0.764$; $R^2 = 0.584$; Adjusted $R^2 = 0.578$; $F = 91.93$; $p < 0.001$

Overall the regression model has a high level of significance with $R = 0.764$ indicating a strong overall relationship between Personage Signature dimensions and consumer decision making. The R^2 value was 0.584, which means that the Personage Signature variables together account for about 58.4% of the psychological variation in consumer decision making.

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The strongest positive effect is for Personage Expertise ($\beta = 0.286$); next for Digital Engagement ($\beta = 0.231$); and the weakest but still positive for Personage Credibility ($\beta = 0.214$). Each of the six predictors is statistically significant.

Table 7: Hypothesis Testing

Hypothesis	Statistical Test	Result	Decision
H ₁ : Personage Credibility significantly influences consumer decision-making.	Regression	$\beta = 0.214$, $p < 0.001$	Accepted
H ₂ : Personage Authenticity significantly influences consumer decision-making.	Regression	$\beta = 0.167$, $p < 0.001$	Accepted
H ₃ : Personage Attractiveness significantly influences consumer decision-making.	Regression	$\beta = 0.103$, $p = 0.021$	Accepted
H ₄ : Personage Expertise significantly influences consumer decision-making.	Regression	$\beta = 0.286$, $p < 0.001$	Accepted
H ₅ : Personage–Brand Congruence significantly influences consumer decision-making.	Regression	$\beta = 0.151$, $p = 0.001$	Accepted
H ₆ : Digital Engagement significantly influences consumer decision-making.	Regression	$\beta = 0.231$, $p < 0.001$	Accepted

Based on the empirical study performed it's clear that Personage Signature is one of the significant factors affecting the consumer's decision making while purchasing a smartphone in Nagpur City. The results of the reliability analysis reinforce that this measurement instrument has good internal consistency. The descriptive results reveal good consumer perceptions about all dimensions and the correlation analysis positively and significantly clarifies relationships between the Personage Signature components with consumer decision-making. Also, the regression results give more evidence for the most influential dimensions, Personage Expertise, Digital Engagement and Credibility. The model has a substantial amount of explanatory power in the digital smartphone marketplace, accounting for 58.4% of the variance in consumers' decision-making. When examining each of the dimensions of personages individually, expertise stands out as the most important factor, suggesting that consumers seem to value more than just looking at the attractiveness of the personage, they also consider the expertise and/or skills that the person has. Consequently, the findings

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highlight that digital personage-based marketing for smartphones should focus on being credible, genuine in its knowledge and experiences, meaningful and engaging in an increasingly digital world and also on the smartphone brand fitting the personage.

Discussion

The results have shown that Personage Signature has a great effect in the decision-making process of the digital marketplace of mobile phone in Nagpur. It is shown that the consumer is not viewing a personage just as a promotion man; rather, the credibility of the personage, its authenticity, expertise, attractiveness to the consumer, and their preference for its digital engagement all help them assess the smartphone brands and determine to buy them.

Personage expertise is one thing that stands out amongst all the different dimensions. Technical specifications, features, performance, price and product quality are all carefully considered when purchasing a smartphone. Consumers consequently react more favourably when the personage is seen as knowledgeable and able to convey useful info. This indicates that knowledge can help to build confidence and minimize uncertainty in choosing a smartphone.

Digital engagement has a significant influence on consumer decision making as well. There are countless ways that consumers nowadays are encountering personages, such as on the social media platforms via posts, product reviews, demonstrations, comparisons, videos, live sessions and more of digital content. Persistently consuming such content can lead to familiarity and amplify the impact of the personage. Therefore, the power of Personage Signature hinges on the personage's ability to connect with consumers via digital channels.

The results highlight the need of being credible and authentic. When consumers feel a personage to be trustworthy, sincere, and knowledgeable, consumers are more likely to consider the recommendations made. When people can read between the lines and feel the authenticity of the communication, it can lower their expectations and distrust of the sponsored promotion, and make it feel more like a trusted recommendation. This is especially true of consumers in the smartphone arena, who will rely on several sources of information before they buy the product.

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The congruence of Personage brand is also a factor in consumer decision making. If the personality is a good fit for the company's positioning, and the gourmet's life and reputation aligns with the company's lifestyle, so too will the person's ability to inspire. The person will be more of a persuader when he or she is good with the positioning and his or her lifestyle plus image go well with that of the company. The fit is crucial in creating a more natural and believable endorsement, while a mismatched fit can diminish the impact.

Even though attractiveness significantly influences consumer responses, the results indicated that physical attractiveness or popularity might not be enough to affect the purchase decision of smartphones. Informational and relational features, including expertise, and credibility and real online engagement, seem more important to consumers. This aligns with the evolving nature of digital buyers and their capability to access and compare product details as well as accredit product offers across various online channels in a breathless way.

The findings from this study provide strong support for the existence of Personage Signature as a multidimensional influence mechanism in digital consumers' decision-making. Its value lies in expertise, credibility, authenticity, attractiveness and the digital interaction and compatibility it can offer a brand. The results indicate that choosing a personage for the smartphone marketing need not be based on popularity or followers. It could even be more effective to look for those who have background skills and personalities aligned with the brand and have the ability to deliver genuine, informative and entertaining digital communication.

Conclusion

The study concludes that Personage Signature has positive influence on consumers' decision making process related to digital smartphone market in Nagpur. Popularity of a personage is not only enough to influence consumers, but a combination of the personage's expertise, credibility, authenticity, attractiveness, personage– brand congruence and digital engagement that developments. Of these dimensions, expertise and credibility, along with meaningful interaction on the product in a digital format, seem to be paramount in building consumer confidence and determining smartphone assessment and purchase. The results show that Personage Signature has matured beyond the realm of celebrity endorsement and is now possibly a key part of digital consumer interactions. When a personage offers credible and

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authentic and relevant information, their brand perception can be reinforced and play a positive role in consumers' buying decisions.

Recommendations

Personages of choice should be chosen by the skills, credibility, authenticity and compatibility of the individual with the brand, NOT popularity or numbers of followers. Personages should be invited to give informative, product demonstrations, reviews, comparisons and real experiences in digital environment to be promoted doing marketing. Brands are advised to stick to the personage's character persona for a stronger brand image and customer belief. Consumers' engagement, feedback and perceptions should also be monitored on a regular basis to assess endorsement effectiveness. Another recommendation is to avoid overly excessive or unrelated endorsements as these might not help to boost the perceived authenticity. This will help to build customer relationships and improve the decision of buying a smartphone with balance by providing informed content, genuine communications, technology and ongoing digital engagement.

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