

Effects of Social Media Marketing on Buying Interest

Sopia Safitriyani ¹, Istyakara Muslichah ^{*2}

^{1,*2} Universitas Islam Indonesia, Yogyakarta, Indonesia

ARTICLE INFO



ISSN: 2620-6196
Vol. 7 Issues 1 (2024)

Article history:

Received – March 30, 2024

Revised – April 11, 2024

Accepted – April 12, 2024

Email Correspondence:

istyakara@uii.ac.id

Keywords:

Marketing; Social Media; Brand Equity; Buying Interest.

ABSTRACT

This study aims to analyze Instagram's social media marketing activities have a positive and significant effect on brand equity, buying interest, word-of-mouth marketing. The author updates the research model that has previously been carried out. The industry that the researchers chose was the dairy industry. This study uses SOR (Stimulus Organism Response) theory as the basis for research. This researcher used quantitative methods with 192 respondents using the Roscoe formula with purposive sampling techniques. Data in this study was obtained by filling out questionnaires by respondents. There are 28 questions that must be answered by respondents through Google Form. Researchers analyzed the results of the validity of the Fornell Lacker Criterion discriminant. This study is intended to determine the impact generated from social media marketing activities (SMMA) and buying interest in children's milk products. This research shows that Instagram's social media marketing activities have a positive and significant effect on buying interest. Brand equity has a positive and significant effect on word-of-mouth marketing. The result obtained for marketing effectiveness is to use word of mouth marketing which has a positive and significant effect on respondents' buying interest.

INTRODUCTION

In today's era, there are very many people who spend a lot of time using social media. This is an opportunity for marketers to use social media as a marketing channel (Appel et al., 2020). Annur (2023) reported that Indonesia occupies the fourth position with total internet users reaching 213 million people as of January 2023. This number compares to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. The increase increased by 5.44% from the previous year. The report also revealed that the average Indonesian spends 7 hours and 42 minutes a day using the internet. The same report also noted that as many as 98.3% of Indonesian internet users use mobile phones

By utilizing the expansion of the internet, marketing using the internet is increasingly in demand to market products. One of them is the marketing of milk to young mothers. Milk is a food ingredient with high nutritional value. Milk is rich in various nutrients needed by the human body such as fat, carbohydrates, proteins, vitamins, and minerals. The Central Statistics Agency (2024) reported that fresh milk production in Indonesia reached 968,980 tons in 2022. This number increased by 2.38% compared to the previous year (year-on-year / yoy) of 946,388 tons. In the last 20 years, fresh milk production in Indonesia has tended to increase.

SMMA is an activity carried out by companies so that consumers engage in interaction relationships on social media and become a means to achieve the desired marketing results. This definition shows that companies must be able to create attractive marketing on their social media. Brand Equity is

important for a company because it can increase consumer loyalty, give credibility to other products owned by the company, and strengthen the brand in the market to be able to compete with other companies and always be remembered by consumers. Thus, Brand Equity is defined in terms of the added value that the brand provides compared to the value of unbranded products and refers to the differential effect of brand knowledge on individual responses to the brand (Keller, 1993). Consumers will generally look for information about the product they are going to buy before they finally decide to buy. Word of mouth marketing (EWOM) is a place where people share experiences when they buy a product, share information about product promotions and something they think is good or not good about the product (Affandi & Marsasi, 2023). On the other hand, there is another important factor, namely buying interest. The purchase is the end result expected by the company from all marketing efforts that have been made. In the buying process there is what is called purchase intent or buying interest, before they decide to make a purchase. Buying interest is defined as a consumer already ready to perform a task and willing to engage in online networking.

This study uses SOR (Stimulus Organism Response) theory as the basis for research. SOR theory states that a stimulus is an environment that consists of an internal evaluation of a person (O) and producing a response (R). The purpose of the SOR model is to explain behavioral outcomes (consequences) in relation to internal cognitive and affective outcomes (organisms) in a given environment (stimuli) (Shang et al., 2022). The reason researchers use SOR is as the basis of research because researchers want to explore the relationship between SMMA and buying interest.

LITERATURE REVIEW

Social Media Marketing

Social Media Marketing Activity is an activity process whereby companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain relationships with stakeholders that increase value for stakeholders by facilitating interaction, sharing information, offering personalized purchase recommendations about existing and trending products and services. (Koay, Teoh, et al., 2021). This definition mainly revolves around how companies set their pace in utilizing social media for marketing strategies. Social media marketing activities perceived by Instagram influencers are conceptualized as a reflective-formative construct consisting of five low-level constructs, namely interactivity, informativeness, personalization, trends, and word-of-mouth (Afina et al., 2022). Interactivity refers to the extent to which Instagram Influencers interact with their followers.

Brand Equity

Attempts to define the relationship between customers and brands resulted in the term "Brand Equity" in marketing literature. Brand Equity in the product market as an additional contribution per year

earned by the brand compared to the base product. Companies earn additional contributions because the probability of customer choice of brand is greater than the probability of customer choice of the base product Farzin et al., (2022). Brand equity is the overall utility that consumers attribute to brand usage and consumption; including associations that express functional and symbolic needs (Vázquez et al., 2002). Brand descriptions differ in that they are not expected to be quantified, whereas brand strength and brand value are considered quantifiable (although quantification methods are not covered in this article). Brand values may be considered different because they refer to actual or national business transactions, while the other two focus on consumers.

EWOM

The internet era is an era where a person can quickly share information quickly without the barriers of space and time. A few decades ago someone shared their experience using a product directly or can be referred to as word of mouth (WOM). The arrival of a new era initiated by the development of technology and the internet made developments in word of mouth. Consumers can quickly give opinions and receive suggestions related to the products they want through online media. The concept where consumers can share opinions and suggestions through technology and online media can be referred to as word-of-mouth marketing (Anastasiu & Dospinescu, 2019). Word of mouth marketing (EWOM) is a development of the concept of word of mouth. Voluntary, independent, and safe conversations by consumers about their experience using a product and are a popular way for consumers to learn about a product from other consumers' experiences using the product are definitions of word-of-mouth marketing (Hossain et al., 2019). Word of mouth marketing is an important aspect that must be considered for a marketer, because in general a potential customer will look for information before they buy a product. Very easy information, electronic word of mouth.

Buying Interest

Buying interest is an important stage before consumers make a purchase. Given the importance of the impact provided by buying interest, marketers in a company must carefully predict what factors will generate buying interest in their consumers. The rapid development of the digital era has an impact on consumer behavior that is starting to change. They use the technology they have to transact buying and selling without having to leave the house. Social media is a place that provides many product offers and contains consumer ratings of the product easily, free and quickly. The probability and willingness of consumers to buy recommended products on their social media is referred to as buying interest (Choedon & Lee, 2020). Marketers who carry out their activities with social media must be good at directing the content they create in order to generate buying interest in their consumers. Buying interest is an important factor that has a big impact. Purchase interest represents the tendency of consumers to make purchases in the future (Yuanita & Marsasi, 2022). Companies that are able to generate buying interest in their consumers have a tendency to get better purchase results in the future. The success of a marketer can be

measured by the number of sales transactions that occur. Based on the importance of the impact raised by buying interest on marketing success, a marketer must be able to generate buying interest in his consumers.

RESEARCH METHOD

Research is quantitative research. The population in this study was mothers who had children, social media and followed some social media from several brands of children's milk. The population was then detailed using Purposive Sampling techniques to narrow down the object of study. The selection of samples in this study was based on several criteria. Data in this study was obtained by filling out questionnaires by respondents. There are 28 questions that must be answered by respondents through Google Form. This study is intended to determine the impact generated from social media marketing activities (SMMA) and buying interest in children's milk products. The location of this research was conducted on baby milk customers throughout Indonesia who use Instagram social media as a means to get information related to children's milk products and make purchasing activities. Respondents in this study were 192 people who met the criteria. The measurement tool used is SmartPLS software in testing validity and reliability of all research variables. Roscoe's (1975) formula was used to determine the number of respondents, which was 5 - 10 times the total questions.

RESULTS AND DISCUSSION

Validity testing in SEM-PLS has two types of validity, namely, first convergent validity test and second discriminant validity test, the test results are:

Table 1. Outer Loading Results Before Modification

| | Social Media Marketing | Brand Equity | EWOM | Buying Interest |
|-------|-------------------------------|---------------------|-------------|------------------------|
| BE1 | | 0.632 | | |
| BE2 | | 0.791 | | |
| BE3 | | 0.807 | | |
| BE4 | | 0.548 | | |
| BE5 | | 0.888 | | |
| BE6 | | 0.763 | | |
| BE7 | | 0.859 | | |
| BE8 | | 0.781 | | |
| BE9 | | 0.812 | | |
| EWOM1 | | | 0.613 | |
| EWOM2 | | | 0.764 | |
| EWOM3 | | | 0.767 | |
| EWOM4 | | | 0.611 | |

| | | |
|--------|-------|-------|
| EWOM5 | 0.823 | |
| EWOM6 | 0.708 | |
| EWOM7 | 0.559 | |
| EWOM8 | 0.590 | |
| EWOM9 | 0.692 | |
| EWOM10 | 0.796 | |
| PI1 | | 0.805 |
| PI2 | | 0.850 |
| PI3 | | 0.918 |
| PI4 | | 0.785 |
| SMMA1 | 0.730 | |
| SMMA2 | 0.842 | |
| SMMA3 | 0.798 | |
| SMMA4 | 0.716 | |
| SMMA5 | 0.783 | |
| SMMA6 | 0.814 | |
| SMMA7 | 0.740 | |
| SMMA8 | 0.693 | |
| SMMA9 | 0.821 | |

Source: Data processed (2024)

Table 2. Outer Loading Results After Modification

| | Social media | Brand Equity | EWOM | Buying Interest |
|-------|---------------------|---------------------|-------------|------------------------|
| BE2 | | 0.754 | | |
| BE3 | | 0.789 | | |
| BE5 | | 0.881 | | |
| BE6 | | 0.810 | | |
| BE7 | | 0.887 | | |
| BE8 | | 0.792 | | |
| BE9 | | 0.841 | | |
| EWOM2 | | | 0.740 | |
| EWOM4 | | | 0.797 | |
| EWOM5 | | | 0.815 | |
| EWOM6 | | | 0.801 | |
| EWOM9 | | | 0.740 | |
| PI1 | | | | 0.806 |

| | |
|-------|-------|
| PI2 | 0.851 |
| PI3 | 0.922 |
| PI4 | 0.778 |
| SMMA1 | 0.744 |
| SMMA2 | 0.842 |
| SMMA3 | 0.848 |
| SMMA5 | 0.801 |
| SMMA6 | 0.805 |
| SMMA7 | 0.754 |
| SMMA9 | 0.852 |

Source: Data processed (2024)

The results from Table 2 show that the modified outer loading test results are declared valid. This can be seen because each variable used has a value above 0.60. So that all these variables are in accordance with the criteria and requirements of Hair et al. (2019).

Next, researchers tested the results of Average Variance Extracted (AVE). From the results of AVE, it was also found that all variable values in this study were said to be valid. Variables that have been tested get values above more than 0.50.

Tabel 3. Data Average Variance Extracted (AVE)

| | Average Variance Extracted (AVE) |
|-----------------------------------|----------------------------------|
| Social Media Marketing Activities | 0.678 |
| Brand Equity | 0.631 |
| EWOM | 0.708 |
| Buying Interest | 0.652 |

Source: Data processed (2024)

After conducting an analysis and knowing the results of AVE, then the researcher analyzed the results of the validity of the Fornell-Lacker criterion discriminant. The validity of the Fornell-Lacker criterion discriminant is valid if all variables form a diagonal and the value of the variable above must be greater than the value of the variable below it (citation). Based on the test of the validity of the Fornell-Lacker's criterion discriminant which can be seen in table 4.25, shows the AVE values of all variables forming a diagonal with the value of the variable higher than the value of the variable below. In the brand equity variable, it has a value of 0.823 which is higher than the EWOM variable with a value of 0.795 and the ask to buy variable is greater than SMMA, which is 0.841 and 0.808.

Table 4. Validity of the Fornel Lacker Criterion Discriminant

| | Brand Equity | EWOM | Buying Interest | Social Media Marketing |
|------------------------|---------------------|-------------|------------------------|-------------------------------|
| Brand Equity | 0.823 | | | |
| EWOM | 0.871 | 0.795 | | |
| Buying Interest | 0.629 | 0.782 | 0.841 | |
| Social Media Marketing | 0.779 | 0.691 | 0.569 | 0.808 |

Source: Data processed (2024)

The last test in this validity test is related to the monotrait heterotrait ratio test (HTMT). HTMT is the ratio of inter-trait correlation with correlation in trait. HTMT is the mean of all correlation indicators across constructions that measure different constructions (i.e., heterotrait-heteromethod correlations) relative to the mean (geometric) of the mean correlation indicators measuring the same construction. Henseler et al. (2015) suggest a threshold value of 0.90 if the pathway model includes constructs that are conceptually very similar (e.g., affective satisfaction, cognitive satisfaction, and loyalty). In other words, HTMT values above 0.90 indicate a distinct lack of validity. When constructs in the path model are conceptually more distinct, a lower and thus more conservative threshold value of 0.85 seems necessary (Henseler et al., 2015).

Tabel 5. Hasil Rasio Heterotrait-Monotrait

| | Brand Equity | EWOM | Buying Interest | Social Media Marketing |
|------------------------|---------------------|-------------|------------------------|-------------------------------|
| Brand Equity | 0.823 | | | |
| EWOM | 0.871 | 0.795 | | |
| Buying Interest | 0.629 | 0.782 | 0.841 | |
| Social Media Marketing | 0.779 | 0.691 | 0.569 | 0.808 |

Source: Data processed (2024)

The results of the values shown in Table 4.27 regarding variables in Cronbach's alpha (CA) and composite reliability (CR) have met the specified value standards, namely CA has a value of more than 0.60 and a CR value of more than 0.70 So it can be said that the variables SMMA, BE, EWOM and PI are reliable. In Cronbach's alpha test, the brand equity variable gets the highest value of 0.920 and the lowest value is the EWOM variable with a value of 0.855. As for the composite reliability test, the highest value was also obtained in the brand equity variable which got a value of 0.924 and for the lowest value was in the EWOM variable and buying interest with the same number of 0.864. So that it can be concluded in this ilitas reliab test all variables can be declared reliable.

Table 6. Reliability Test Results

| | Cronbach's Alpha | Composite Reliability |
|------------------------|------------------|-----------------------|
| Brand Equity | 0.920 | 0.924 |
| EWOM | 0.855 | 0.864 |
| Buying Interest | 0.861 | 0.864 |
| Social Media Marketing | 0.911 | 0.915 |

Source: Data processed (2024)

Discussion

The Effect of Instagram Social Media Marketing Activities on Brand Equity

Instagram social media marketing activities play an important role in increasing brand equity. This may happen because of the many features that exist in Instagram and they can also provide reviews or comments that can be used by users to conduct communication interactions which in the context of this study is on baby milk brands. Based on the results of the questionnaire in this study, almost all were mothers who actively played social media for 2-3 hours a day. With Instagram makes it easy for them to get the information they need both from product promos, product availability etc. In this study, the average mother was aged 26-35 years. At that age, of course, they are very knowledgeable about technology and the use of social media such as Instagram, Facebook etc. In addition, based on the results of the questionnaire that all mothers who filled out all of them almost already had children with an age range from 1 year to 11 years and the average mother's children were 3 years old, and it can be ascertained that the children consume baby milk every day. Then from the brand of baby milk brands that I entered on the questionnaire, most mothers consumed SGM, Dancow, and Frisian Flag brands. They consume the milk more than 3x every month.

The Effect of Brand Equity on Word-of-Mouth Marketing

In testing the next hypothesis, namely H2 which explains the relationship between brand equity variables to marketing from mouth, positive results are significant, or supported. It can be concluded that brand equity in particular with regard to baby milk products, has a very significant role in improving Electronic Word of Mouth (EWOM). The results showed that high levels of brand equity in baby milk products were positively correlated with increased Electronic Word of Mouth activity, confirming that when consumers have a positive perception of baby milk product brands, they tend to be more active in sharing experiences and recommendations through electronic media. Therefore, it can be suggested that efforts to build and increase brand equity in baby milk products can be an effective strategy in amplifying the impact of Electronic Word of Mouth among consumers. Awareness of the importance of brand equity not only gives baby milk manufacturers an advantage in retaining customers, but also builds a community of users who are active in spreading positive information about the product through various media

platforms such as Instagram. Then based on the results of the respondents of this study many mothers are actively working as employees, teachers, so it is very possible that they will share information with each other about the dairy products they use.

The Effect of Electronic Word of Mouth (EWOM) on Buying Interest

The next hypothesis studied is related to the relationship between the EWOM variable and buying interest or H3. In this study, the relationship between the two variables obtained significant supported or positive results. The hypothesis proposed states that the effect of eWOM is stated to be supported on buying interest in children's milk. That is, it is expected that when consumers are exposed to positive information or recommendations derived from eWOM, it will have a positive impact on their buying interest in children's milk brands. By revealing the relationship between eWOM and buying interest in baby milk, this study is expected to provide a more in-depth look for manufacturers and marketers of baby milk products to design effective marketing strategies based on consumers' understanding of electronically disseminated information.

The Influence of Instagram Social Media Marketing Activities on Buying Interest

Furthermore, the last hypothesis examined in this study is related to the relationship between the variables of the influence of Instagram social media marketing activities on buying interest. In this case, H4 found significantly positive supported results. Likewise, the findings of previous research conducted by (Ilhamalimy & Ali (2021) have examined the relationship between E-WOM on buying interest. (Dulek & Aydin, 2020) also examined the relationship between E-WOM on buying interest. This study aims to investigate the influence of social media marketing on brand loyalty, electronic word-of-mouth communication and purchase intent, as well as the influence of brand loyalty and E-WOM on purchase intent. In this study, the variable influence of Instagram social media marketing activities has a significant effect on buying interest.

CONCLUSION

Based on the testing method in this study, it was concluded that the four proposed research variables received support or positive significance. Instagram's social media marketing activities have a positive and significant effect on brand equity. This research also shows that Instagram's social media marketing activities have a positive and significant effect on buying interest. Brand equity has a positive and significant effect on word-of-mouth marketing. The result obtained for marketing effectiveness is to use word of mouth marketing which has a positive and significant effect on respondents' buying interest.

REFERENCE

Affandi, M. T. R., & Marsasi, E. G. (2023). Fast Food Industry Investigation: The Role of Brand Attitude and Brand Loyalty on Purchase Intentions among Generation Z based on Theory of Reasoned

- Action. Baskara: Journal of Business and Entrepreneurship, 5(2), 206–220. <https://doi.org/10.54628>
- Afina, A., Widarmanti, T., Artikel, I., & Artikel, H. (2022). Pengaruh Social Media Marketing Instagram Terhadap Keputusan Pembelian Ulang Produk Scarlett Whitening. ETNIK: Jurnal Ekonomi-Teknik, 1(9), 640–652.
- Almestarihi, R., Al-Gasawneh, J., Al-Jabali, S., Gharaibeh, M., Enaizan, O., & Nusairat, N. (2021). The impact of social media marketing on brand equity: A systematic review. Turkish Journal of Computer and Mathematics Education (TURCOMAT), 12, 4073–4088.
- Almohaimmeed, B. M. A. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. Journal of Business & Retail Management Research, 13(04). <https://doi.org/10.24052/JBRMR/V13IS04/ART-13>
- Anastasiei, B., & Dospinescu, N. (2019). Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence. Sustainability, 11(3).
- Annur, C. M. (2023, September 20). Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023. Teknologi & Komunikasi. <https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. Journal of the Academy of Marketing Science, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion of a New Product. Journal of Marketing Research, 4(3), 291–295. <https://doi.org/10.1177/002224376700400308>
- Badan Pusat Statistik. (2024, April 13). Produksi Susu Segar menurut Provinsi - Tabel Statistik - Badan Pusat Statistik Indonesia. Produksi Susu Segar Menurut Provinsi (Ton), 2021-2023. <https://www.bps.go.id/id/statistics-table/2/NDkzIzI=/produksi-susu-segar-menurut-provinsi.html>
- Choedon, T., & Lee, Y.-C. (2020). Knowledge Management Research. <https://doi.org/10.15813/kmr.2020.21.3.008>
- Dulek, B., & Aydin, İ. (2020). EFFECT OF SOCIAL MEDIA MARKETING ON E-WOM, BRAND LOYALTY, AND PURCHASE INTENT. Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 20, 271–288. <https://doi.org/10.29029/busbed.734350>
- Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. R. (2022). Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity. Business Perspectives and Research, 10(3), 327–343. <https://doi.org/10.1177/22785337211024926>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. International Journal of Data and Network Science, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Hossain, M., Jahan, N., Yuantao, F., Hoque, S., & Hossain, Md. S. (2019). Nexus of Electronic Word-Of-Mouth to Social Networking Sites: A Sustainable Chatter of New Digital Social Media. Sustainability, 11, 759. <https://doi.org/10.3390/su11030759>

- Ilhamalimy, R. R., & Ali, H. (2021). MODEL PERCEIVED RISK AND TRUST: E-WOM AND PURCHASE INTENTION (THE ROLE OF TRUST MEDIATING IN ONLINE SHOPPING IN SHOPEE INDONESIA). 2(2). <https://doi.org/10.31933/dijdbm.v2i2>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2021). Perceived social media marketing activities and consumer-based brand equity : Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Koay, K. Y., Teoh, C. W., & Soh, P. C.-H. (2021). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. *First Monday*, 26(9). <https://doi.org/10.5210/fm.v26i9.11598>
- Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences* (2nd ed.). Holt Rinehart & Winston. Scitovsky.
- Shang, Y., Rehman, H., Mehmood, K., Xu, A., Iftikhar, Y., Wang, Y., & Sharma, R. (2022). The Nexuses Between Social Media Marketing Activities and Consumers' Engagement Behaviour: A Two-Wave Time-Lagged Study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.811282>
- Vázquez, R., del Río, A. B., & Iglesias, V. (2002). Consumer-based Brand Equity: Development and Validation of a Measurement Instrument. *Journal of Marketing Management*, 18(1–2), 27–48. <https://doi.org/10.1362/0267257022775882>
- Yuanita, A. D., & Marsasi, E. G. (2022). The Effect of Brand Attachment, Brand Experience, And Self-Image Congruence On The Purchase Intention of Luxury Brand . *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 11(3), 292–310.