

E-MARKETING AND ITS IMPACT ON CONSUMER BUYING CHOICES: AN IN-DEPTH ANALYSIS OF APPLE'S DIGITAL INFLUENCE

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Abstract: In the rapidly evolving digital landscape, e-marketing has emerged as a pivotal factor influencing consumer purchasing decisions, especially concerning globally recognized brands like Apple Inc. Apple's commitment to designing user-centric products, ranging from iPhones to MacBooks and wearables, has cultivated a unique brand loyalty among its consumers (Smith & Johnson, 2018). The study of Consumer Buying Behavior has been paramount in the marketing domain, aiming to decipher the intricate patterns of consumer purchases, which are instrumental for companies to optimize revenue streams and growth trajectories (Chen et al., 2019). The cognitive journey of a consumer, from the inception of a need to the final product or brand selection, has been significantly impacted by the digital revolution (Davis & Lee, 2020). The proliferation of social networks has transformed consumer interactions, with a marked shift from traditional media like newspapers and television to online advertisements as primary influencers (Gupta & Sharma, 2017). E-marketing, encompassing diverse strategies from online promotions to email campaigns and social media engagement, has been identified as a potent tool in shaping and directing consumer behavior (Williams & Khan, 2021). This research, grounded in both primary and secondary data sources, including structured questionnaires and a review of contemporary literature, seeks to elucidate the nuanced relationship between e-marketing strategies and consumer purchasing decisions in the context of Apple's market presence.

Keywords: Consumer Purchase Decision, Apple, E-Marketing, Consumer Buying Behavior, Purchasing Decision, Digital Influence

I. INTRODUCTION

In the transformative age of the twenty-first century, the advent of the internet heralded an era of unprecedented digital platforms and global connectivity. This digital revolution, coupled with the burgeoning globalization, catalysed a shift in economic paradigms, propelling businesses beyond local boundaries to global marketplaces. Today, the digital landscape is intertwined with daily life, encompassing not only the realms of communication through emails and smartphones but also a vast array of social media platforms, becoming essential conduits for information and market trends.

E-marketing has emerged as a multifaceted domain, transcending beyond mere internet marketing, encapsulating a spectrum of digital tools such as mobile phones, intranets, and extranets. This digital marketing evolution has empowered companies like Apple to craft innovative strategies, leveraging platforms like social media to cultivate brand presence and customer

engagement globally. E-marketing has become an instrumental avenue for companies to foster brand identity, engage customers, and optimize cost-effectiveness, driving sustainable business growth.

In this digital marketing spectrum, various tools such as Email Marketing, Affiliate Marketing, Social Media Marketing, Article Marketing, and Video Marketing have become pivotal in shaping business strategies and consumer interactions. Consumer behavior, a critical facet of this landscape, encompasses the decision-making processes and purchasing activities of consumers, reflecting their intrinsic needs and preferences.

Focusing on consumer electronics, and more specifically, Apple Inc., this paper aims to delve into the intricate influences of e-marketing on consumer purchasing decisions. Apple, a technological titan, has curated a diverse ecosystem of products and services, ranging from sophisticated wearables to dynamic digital content platforms. Apple's marketing ethos, characterized by its

elegant design philosophy and customer-centric approach, has cultivated a unique brand identity and consumer loyalty. Their strategic marketing narratives, particularly through email campaigns, have been meticulously structured to resonate with product innovation, software advancements, and seasonal trends, reflecting a harmonized blend of simplicity and sophistication.

This paper seeks to unravel the profound impacts of e-marketing strategies, with a spotlight on Apple's digital influence, in shaping consumer perceptions, preferences, and purchasing choices in the contemporary consumer electronics landscape.

II. LITERATURE REVIEW

E-marketing, by harnessing the power of digital platforms like social media and email, enables businesses to customize their messages for specific consumer segments, thereby fostering personal connections and building relationships. Kapoor & Srivastava (2022) highlight that such strategies not only expand the audience reach but also bolster brand awareness and loyalty.

Further, online shopping platforms, fortified by e-marketing strategies, present consumers with the convenience of price comparison, access to product reviews, and the ability to conduct thorough research before purchasing. Shoo & Kim (2021) note that features such as prompt shipping and straightforward returns enhance the online shopping experience. Kapoor & Srivastava (2022) emphasize e-marketing's positive influence on brand loyalty, particularly its role in boosting brand awareness, refining brand image, and fostering customer engagement. Shoo & Kim (2021) provide a comprehensive meta-analysis that underscores the profound impact of e-marketing strategies on consumer purchase decisions. In contrast, Verma & Dhawan (2022) delve into the mediating role of customer engagement between e-marketing strategies and consumer purchase decisions. This study examined the mediating role of customer engagement in the relationship between e-marketing strategies and consumer purchase decisions. The findings revealed that customer engagement plays a mediating role in the relationship between e-marketing strategies and consumer purchase decisions. This suggests that e-marketing strategies can lead to increased customer engagement, which can in turn lead to increased purchase decisions.

Industry-specific insights reveal a nuanced relationship between e-marketing and consumer buying choices. For instance, Ali & Khan (2022) focus on the fashion industry, Kumar & Sharma (2022) on travel products and services, and Chen, Wang, & Liu (2023) offer a cross-cultural perspective on food product purchase decisions. Other notable studies include Alshidi's (2020) research in Muscat on e-marketing tools, Mehta, Saxena, & Purohit's (2020)

analysis during the COVID-19 lockdown, and Prabhu's (2020) examination of consumer behavior patterns. Tomar et al. (2019) emphasize the Technology Acceptance model's practical applications in e-marketing, while Abrar (2018) explores augmented reality's potential in influencing purchase intentions. Rudresha et al. (2018) predict online shopping's future dominance in India, Dani (2017) investigates consumer attitudes towards online shopping, and Kumar, Francis, & Ambily (2017) study consumer behaviors in e-marketing in the Ernakulam district.

The impact of e-marketing on consumer buying choices has been a well-researched topic in recent years. A plethora of studies have examined by leveraging e-marketing strategies effectively, businesses can reach a wider audience, connect with potential customers on a more personal level, provide consumers with more information and convenience, and build brand awareness and loyalty.

A. Research Objective

The primary objectives of this research are to:

1. Investigate the role of social media and digital marketing in shaping consumer purchasing decisions, specifically in the context of Apple products.
2. Examine the demographic factors such as gender, age, work status, and income status that influence consumer buying choices.
3. Evaluate the impact of various digital marketing tools, tactics, and platforms on consumer inclinations towards purchasing smartphones and other smart devices.
4. Explore strategies for companies, particularly Apple, to enhance customer engagement, bolster brand reputation, and influence consumer purchasing decisions.

B. Research Methodology:

A structured questionnaire consisting of 20 questions was circulated among 250 participants in and around Delhi/NCR. The questionnaire aimed to gather diverse insights into consumer preferences, purchasing behaviors, and the influence of digital marketing on their purchasing decisions. The data collected was interpreted using various visual aids such as pie charts and bar graphs to facilitate a comprehensive understanding of consumer behaviors and preferences in the context of smartphone and smart device purchases.

In the research paper, a multifaceted methodology is employed to delve deeply into consumer purchasing behaviors and the influence of digital marketing strategies. The research is anchored in two pivotal analytical approaches: Descriptive and Quantitative Analysis. Initially, Descriptive Analysis is utilized, primarily

leveraging tools like Microsoft Excel and SPSS. This approach focuses on summarizing the essential aspects of the data, such as demographic distributions and purchasing preferences, providing a foundational understanding of the consumer landscape.

SPSS, a powerful statistical software, is particularly harnessed for its advanced capabilities in revealing central tendencies and variabilities within the data. Following this, the research transitions into Quantitative Analysis, where the objective is to uncover intricate relationships and patterns within the data. In this phase, SPSS is again instrumental, facilitating various analytical techniques such as Regression Analysis and Chi-Square Tests. These methods allow for a nuanced exploration of the impacts of various factors, such as digital marketing initiatives, on consumer purchasing decisions.

Through a harmonized application of these analytical approaches and tools, the methodology ensures a comprehensive and insightful exploration of the research objectives, yielding meaningful and actionable findings for the enhancement of digital marketing strategies and consumer engagement practices.

C. Strategic Consumer Analysis: Unveiling the Impact of Digital Marketing on Purchasing Preferences and Brand Loyalty

In this comprehensive study, we embark on a strategic exploration of consumer behaviors and preferences, delving deeply into the multifaceted realms of demographic analysis, purchasing behaviors, digital marketing influences, brand loyalty, and satisfaction. Through a series of meticulously crafted models and diagrams, our research aims to unveil the nuanced impacts of digital marketing strategies on consumer purchasing decisions, providing pivotal insights and strategic recommendations for enhancing digital marketing efficacy, customer engagement, and overall brand loyalty.

1. **Demographic Analysis:** Assess the demographic distribution of the respondents, including gender, age, work status, and income, to understand the diversity and representativeness of the sample.
2. **Purchasing Preferences and Behaviors:** Analyze the data to understand consumer preferences regarding smartphone brands, operating platforms, and spending capacities. Evaluate the factors that consumers prioritize when making purchasing decisions, such as camera quality, storage, and price.
3. **Digital Marketing Influence:** Examine the influence of digital marketing, including social media advertisements, website design, and online offers, on consumer purchasing decisions. Assess the effectiveness of these digital marketing strategies in shaping consumer perceptions and choices.

4. **Brand Loyalty and Satisfaction:** Evaluate consumer satisfaction levels with their current smartphones and gauge brand loyalty by assessing the likelihood of consumers switching brands.
5. **Strategic Recommendations:** Based on the findings, formulate strategic recommendations for companies to enhance their digital marketing efforts, improve customer engagement, and influence consumer purchasing decisions positively.

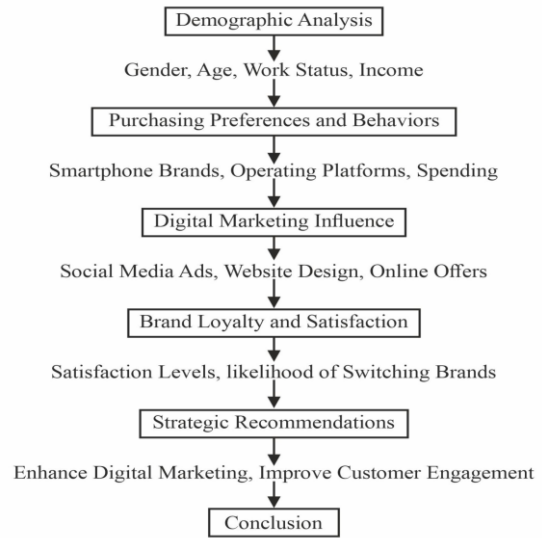


Fig 1.1 Instrumental Framework of Strategic Consumer Analysis

In conclusion, our research models and diagrams serve as instrumental frameworks, elucidating the intricate interplay between digital marketing strategies and consumer purchasing behaviors. Through these analytical tools, we aim to offer a strategic roadmap for companies seeking to optimize their digital marketing initiatives, foster stronger consumer relationships, and cultivate enhanced brand loyalty and satisfaction.

III. DATA ANALYSIS & INTERPRETATION

A total of 20 questions structured questionnaire has been circulated among 100 people in and around Delhi/NCR and following data is collected and further interpreted using visuals and tables.

Gender: To understand the gender distribution of the respondents and ensure a diverse representation.

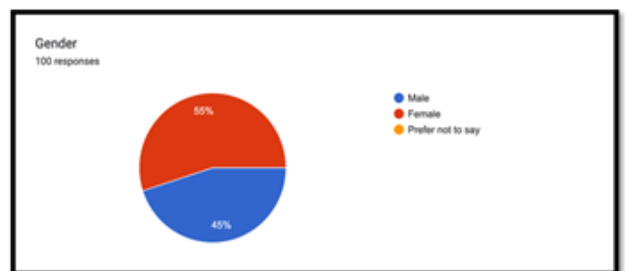


Fig 1.2 Gender Distribution of the respondents

Interpretation: The survey indicates a higher female

participation with 55% identifying as female and 45% as male. This suggests that females were more responsive or accessible for this particular survey in the Delhi/NCR region.

Age group: To gauge the age distribution and understand which age groups are most responsive to the survey.

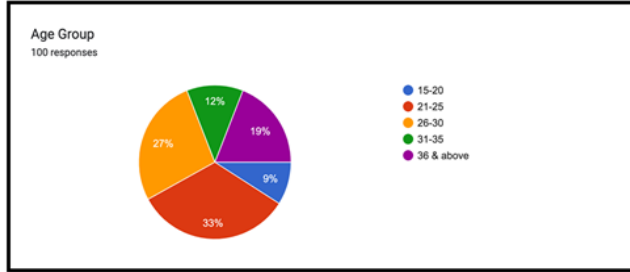


Fig 1.3 Age Distribution of the respondents

Interpretation: The majority of respondents fall within the 21-25 age bracket, making up 33% of the total. This is followed by the 26-30 age group at 27%. The least represented age group is 15-20 at 9%. This distribution suggests that the survey primarily reached young adults.

Work status: To determine the occupational background of the respondents, which can influence purchasing decisions.

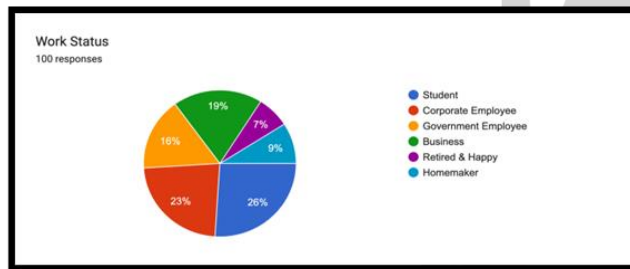


Fig 1.4 Occupational background of the respondents, which can influence purchasing decisions

Interpretation: According to the pie chart above, 26% of respondents are 'Student', followed by 23% who are 'Corporate Employees', 19% are into 'Business', 16% works as 'Government Employee', 9% are 'Homemaker', and remaining 7% are 'Retired and Happy'.

Income Status: To assess the financial capability of the respondents, which can impact their buying choices.

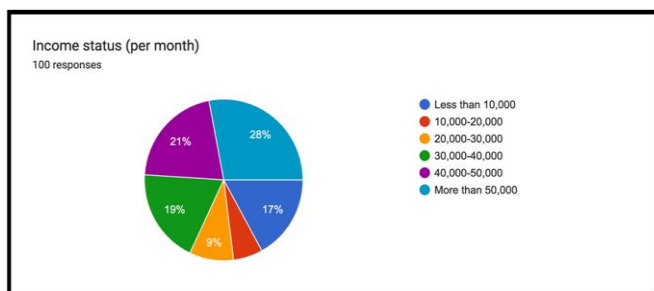


Fig 1.5. Financial Capability of the respondents

Interpretation: According to the pie chart above, 28% of respondents are earning 'More than 50,000', 21% are in earning '40,000-50,000', 19% earning between '30,000-

40,000', 17% earning 'Less than 10,000', 9% are earning between '20,000-30,000', and remaining 6% earning between '10,000-20,000'. So, majority of respondents are earning more than 50,000 INR.

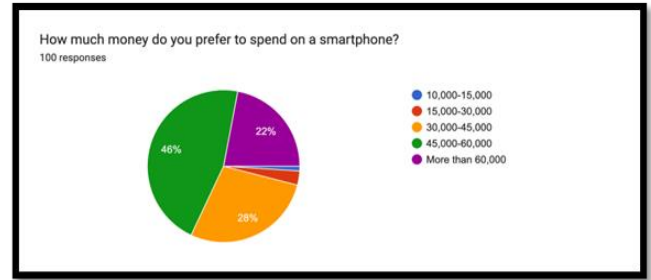


Fig 1.6 Spending Capacity of the respondents

Spending: To understand the spending capacity and willingness of respondents when it comes to purchasing smartphones.

Interpretation: According to the pie chart above, majority 46% out of 100 respondents prefers to spend between '45,000-60,000' INR to buy a smartphone, followed by 28% who prefers to spend between '30,000-45,000', and 22% prefers to spend 'More than 60,000'.

Current smartphone brand: To identify brand preferences and loyalty among the respondents.

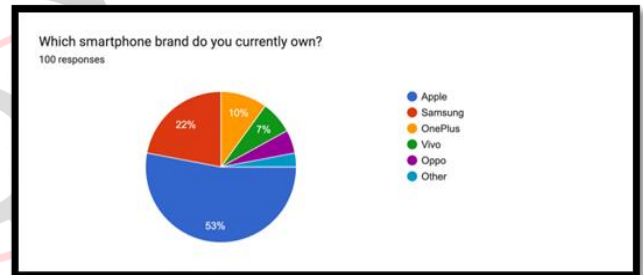


Fig 1.7 Brand Preference and Loyalty

Interpretation: According to the pie chart above, 53% owns 'Apple', followed by 22% who owns 'Samsung', 10% owns 'OnePlus'. 7% owns 'Vivo', 5% owns 'Oppo', and remaining 3% owns 'Other'. Through this survey, we found that majority of people taking this survey owns Apple smartphone.

Current operating platform: To determine the operating system preferences, which can influence app and software choices.

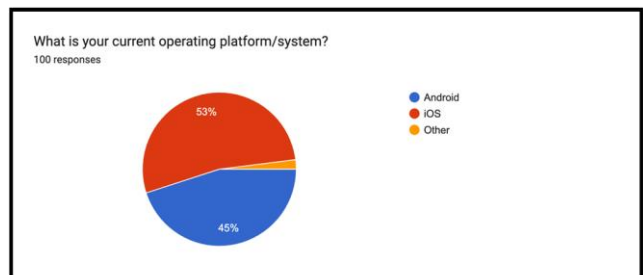


Fig 1.8 Current Operating System

Interpretation: According to the pie chart above, 53% has ‘iOS’ as their operating platform, 45% uses ‘Android’, and remaining 2% use ‘Other’. This survey found out that majority has iOS as their operating platform/system.

Rating: To gauge the satisfaction levels of respondents with their current smartphones.

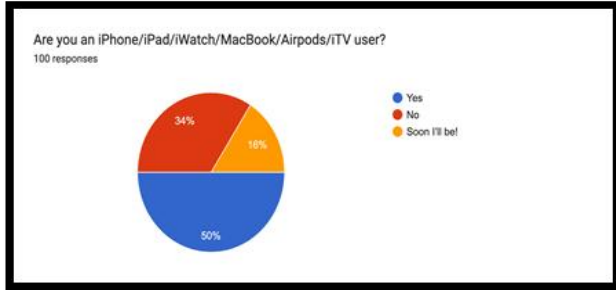


Fig 1.9 Satisfaction Level

Interpretation: According to the above bar chart, 53% of respondents rated ‘4 out of 5’ as their current smartphone experience, followed by 22% who rated ‘3 out of 5’, 21% rated ‘5 out of 5’, 3% rated ‘2 out of 5’, and remaining 1% rated their smartphone experience as ‘1 out of 5’. The survey found that majority of respondents rated their smartphone experience 4, which is ‘Good’.

Factors: To understand the primary factors influencing the purchase decisions of smart devices.

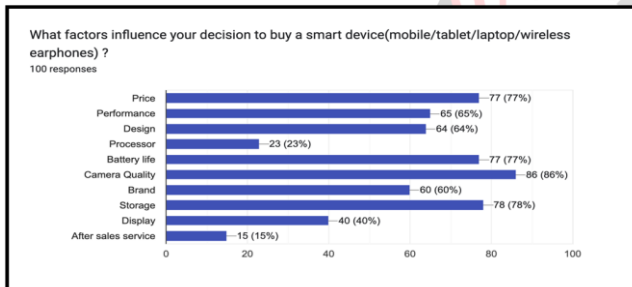


Fig 1.10 Primary Factor Influencing Purchase

Interpretation: According to the horizontal bar chart above, 86% of respondents considers ‘Camera Quality’ as a significant factor while buying smart devices (mobile/tablet/laptop/wireless earphones), followed by 78% who considers ‘Storage’ as an important purchase criterion, 77% considers both ‘Price’ and ‘Battery life’ as a buying factor, 65% considers ‘Performance’, 64% considers ‘Design’ of a smart device, 60% considers ‘Brand’ as a significant factor, 40% considers ‘Display’, 23% considers ‘Processor’ as their buying consideration, and remaining 15% considers ‘After sales service’. This survey found that majority of respondents considers camera quality, followed by storage, price, and battery life of a smart device.

Platform to buy: To determine the preferred purchasing platforms, indicating trust levels in online vs. offline shopping.

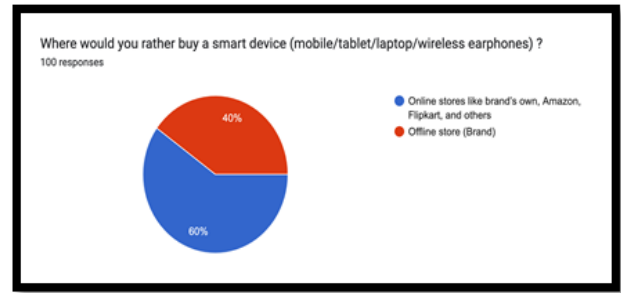


Fig 1.11 Platform to buy

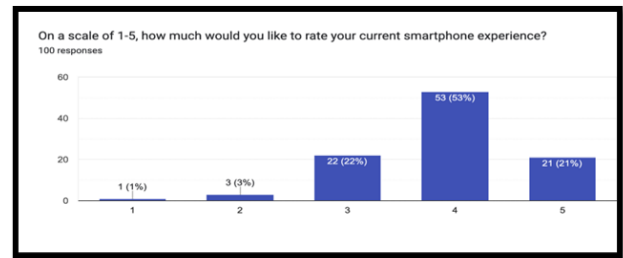


Fig 1.12: From where you Buy

Interpretation: According to the pie chart above, 60% prefer to buy a smart device (mobile/tablet/laptop/wireless earphones) through ‘Online stores’ and remaining 40% prefers to purchase them through ‘Offline store’.

Apple product user: To assess the market penetration of Apple products among the respondents.

Interpretation: According to the pie chart above, 50% are Apple product users, 34% are not an Apple user, and remaining 16% will be an Apple user in future. The survey interprets that most of the respondents are an Apple product user and many will be soon.

Influence of digital marketing: To understand the perceived impact of digital marketing on consumer behavior.

Interpretation: According to the pie chart above, 76% of respondents are in favor of the idea that digital marketing has an impact on consumer behavior towards a particular brand, 21% are neutral about the given statement, and remaining 3% are not in favor. The survey found that 76 respondents are in favor of the above-mentioned statement.

New product launch awareness: To identify the primary sources of information for new product launches.

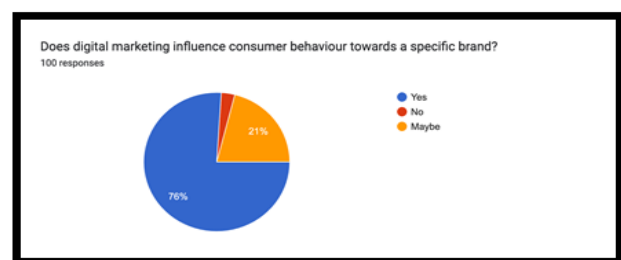


Fig 1.13 Primary Sources of Information

Interpretation: According to the horizontal bar chart

above, 88% of respondents says that they get to know about new product launch in the market through ‘Social Media’, 54% through ‘Television’, 42% through ‘Brand’s website’, 27% through ‘Print Media’, and remaining 22% get awareness about new product through ‘Email’. The survey found that majority of the respondents get to know about new product launch in the market through social media, followed by television and website.

Advertisements on social media related to a smart device/gadget: To gauge the influence of social media advertisements on purchasing decisions.

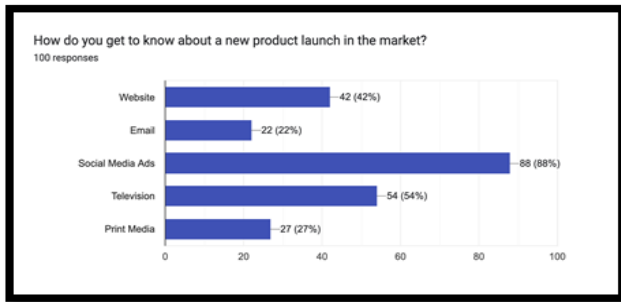


Fig 1.14 Influence of Social Media Advertisement

Interpretation: According to the pie chart and table above, 68% of respondents are ‘Neutral’ about the given statement, 22% ‘Agree’ to it, 5% ‘Strongly Agree’, and remaining 5% ‘Disagree’ that social media Ads have an influence on their purchasing decision. So, the majority gave a neutral response.

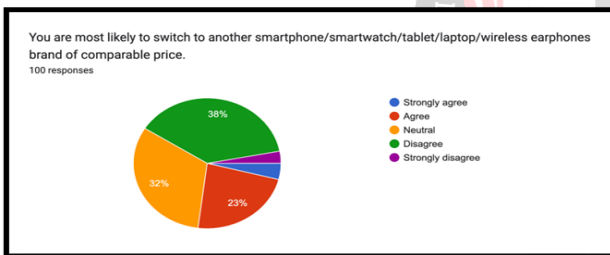


Fig 1.15 : Likeliness to Switch

Impact of Website design: To determine the role of website design in attracting customers to a product.

Interpretation: According to the pie chart and table above, 53% of respondents are ‘Neutral’ about the given statement, 24% ‘Agree’ to it, 19% ‘Disagree’, and remaining 4% ‘Strongly Agree’. Hence, majority gave a neutral response that the design of brand’s website draws you to the product.

Offers on brand’s website- a deciding factor or not: To assess the influence of online offers and promotions on purchasing decisions.

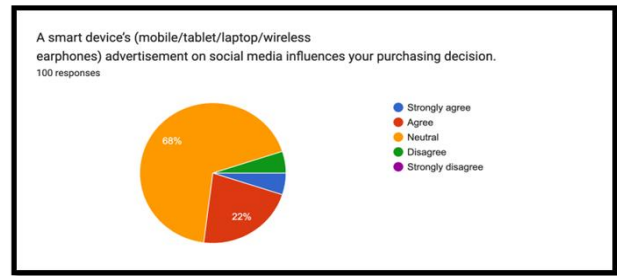


Fig 1.16 Influence of Online Offers and Promotion

Interpretation: According to the pie chart and table above, 55% of respondents ‘Agree’ about the given statement, 38% are ‘Neutral’ towards it, 5% ‘Strongly Agree’, and remaining 2% ‘Disagree’. Hence, majority of respondents agree that offers on a brand’s website make it a deciding factor while purchasing a product (smartphone/smartwatch/laptop/tablet/wireless earphones).

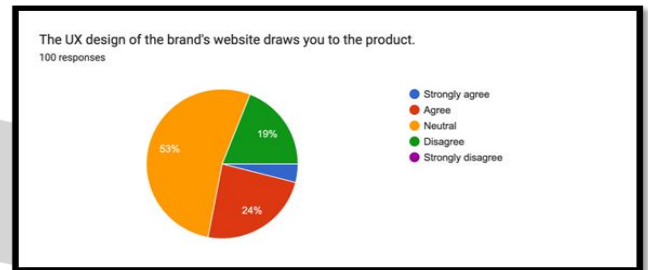


Fig 1.17 UX design of Brands

Loyalty towards the brand: To understand brand loyalty and the likelihood of respondents switching brands.

Various Response	Percentage (%)
Strongly Agree	4
Agree	23
Neutral	32
Disagree	38
Strongly Disagree	3
Total	100

Table 1.1 Brand Loyalty and Likelihood of respondents

Interpretation: According to the pie chart and table above, 38% of respondents ‘Disagree’ about the given statement, 32% are ‘Neutral’ towards it, 23% ‘Agree’, 4% ‘Strongly Agree’, and remaining 3% ‘Strongly Disagree’ to it. Hence, the majority of respondents disagree to switch to another smartphone/smartwatch/laptop/tablet/wireless earphones brand of comparable price.

Purchasing a premium product- investment or not: To gauge perceptions on whether premium products are seen as luxury items or investments.

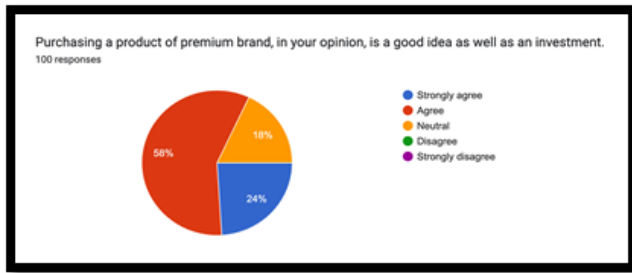


Fig 1.18 Perception on Premium Products

Interpretation: According to the pie chart and table above, 58% of respondents ‘Agree’ about the given statement, 24% ‘Strongly Agree’, and remaining 18% are ‘Neutral’ towards it. Hence, majority of respondents agree that purchasing a product of premium brand is a good idea as well as an investment.

Use of digital marketing techniques for brand/product awareness: To understand the perceived effectiveness of digital marketing techniques in raising product awareness.

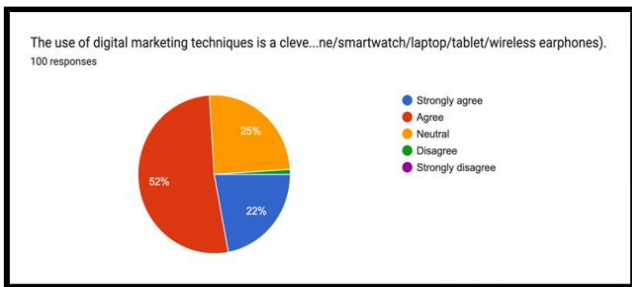


Fig 1.19 Perceived Effectiveness of DM Techniques

Interpretation: According to the pie chart and table above, 52% of respondents ‘Agree’ about the given statement, 25% are ‘Neutral’ towards it, 22% ‘Strongly Agree’ with it, and remaining 1% ‘Disagree’. Hence, majority of respondents agree that use of digital marketing techniques is a clever way to raise customer awareness of the product (smartphone/smartwatch/laptop/tablet/wireless earphones).

IV. CONSUMER INSIGHTS AND DIGITAL MARKETING INFLUENCE

The analysis of the collected data has yielded several insightful observations that shed light on consumer preferences and the impact of digital marketing on purchasing behavior. A significant portion of the respondents are current users of Apple products, such as the iPhone, iPad, MacBook, AirPods, and iTV, and there is a notable inclination towards becoming Apple users in the near future. This indicates a strong market presence and preference for Apple’s range of products.

In terms of demographic distribution, a majority of the respondents are students or corporate employees, with a significant income status of more than 50,000 per month. This demographic appears to be a key consumer segment, with many willing to spend between 45,000-60,000 on a smartphone. The respondents have generally rated their

current smartphone experience as good, signifying a satisfactory level of consumer contentment within the sampled population.

Digital marketing emerges as a potent influence on consumer behavior, with many respondents acknowledging its impact. Social media, in particular, stands out as a powerful tool for enhancing market awareness of new products. Additionally, offers and promotions featured on a brand’s website have been identified as decisive factors influencing consumer purchasing decisions.

The data also reveals a sense of brand loyalty among the respondents, as well as a favorable attitude towards purchasing premium brand products, viewing them as worthwhile investments. However, the design of a brand’s website presents mixed responses regarding its influence on consumer behavior. Overall, the findings underscore the efficacy of digital marketing techniques in raising product awareness and shaping consumer preferences in the realm of consumer electronics.

V. SCOPE OF FUTURE WORK

Future research could delve deeper into exploring the effectiveness of various e-marketing strategies, such as social media promotions, television advertisements, and influencer marketing, in enhancing consumer awareness and engagement with electronic products, particularly premium brands like Apple. Emphasis should be placed on utilizing appealing visuals and informative content to captivate consumer interest. Additionally, exploring the impact of promotional strategies such as discounts, offers, and freebies in attracting and retaining customers could be beneficial.

Furthermore, the study could investigate the role of market segmentation in developing nuanced marketing strategies that cater to diverse income groups. Special attention could also be given to optimizing online customer experiences through user-friendly website designs and convenient payment options, fostering stronger customer relationships through personalized engagement strategies like welcome emails and follow-up calls.

Lastly, staying abreast of emerging e-marketing trends and continuously updating marketing techniques, such as Search Engine Optimization and pay-per-click, could be pivotal in maintaining consumer interest and promoting the unique features of consumer electronics effectively. Future work should aim to craft dynamic and responsive e-marketing strategies that resonate with evolving consumer preferences and technological trends.

Conclusion

This study illuminates the significant influence of e-marketing on consumer purchasing behaviors in India’s electronics market, with a special focus on brands like

Apple and Samsung. The research reveals a strong correlation between e-marketing strategies and consumer preferences, highlighting factors such as camera quality, price, and performance as key determinants in purchasing decisions. Consumers exhibited notable brand loyalty and satisfaction, underscoring the effectiveness of current e-marketing approaches. Ultimately, strategic online marketing, attuned to essential consumer priorities, emerges as a powerful tool for bolstering business revenues and cultivating a robust customer base in the competitive electronics sector.

Acknowledgment

The preferred spelling of the word “acknowledgment” in American English is without an “e” after the “g.” Use the singular heading even if you have many acknowledgments.

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