

Emotional Analysis of Television Advertising Visualization Branding Coca Cola Zero in Purchase Interest



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ABSTRACT: This research analyzes emotional branding in the visualization of Coca Cola Zero television advertisements. Objectively, this research aims to examine the analysis of Emotional Branding Visualization of Coca Cola Zero Television Advertisements on Purchase Interest. The research method applies a qualitative-descriptive method with Marc Gobe's emotional branding theory approach. The research results show that the Coca Cola Zero advertising visualization seeks to build emotional branding through a series of strategies such as building relationships with consumers, multisensory experiences, affirming vision, and imagination to establish communication with consumers as self-actualization. Conveying information through messages that are easy to remember is different from competitors, this will create a need and ultimately increase consumer buying interest.

KEYWORDS: emotional branding, television advertising visualization, purchase interest

INTRODUCTION

Drinks are one product that will never die in relation to sales interests. This is because beverage products are one of the items that will definitely enter consumers' baskets when they shop. Based on data from the Coca Cola distributor company, PT Graha Prima Mentari Tbk (GRPM) achieved net profit growth of 96% year on year (yoy) in 2023. Citing information disclosure on Tuesday (9/4), GRPM's total net profit in that period reached IDR 4.44 billion. This increase in net profit came at a time when GRPM's revenue shrank 6.07% yoy. In 2022, GRPM recorded sales of IDR 325.98 billion. However, in 2023, GRPM's sales will only be IDR 306.18 billion.

In addition, equity grew 128.14% from IDR 30.93 billion in 2022 to IDR 70.58 billion at the close of 2023. In 2024, GRPM believes business conditions will still be positive. This can be seen from data from the Central Statistics Agency (BPS) which shows that the performance of the accommodation & food and drink sector grew by 7.89%, as well as the fast moving consumer goods (FMCG) sector which increased during 2023.

Of the various types of carbonated drinks included in the statistics, Coca Cola is one of the most popular. Of the various types of fizzy drinks, it seems that Coca Cola still dominates its class, both the sweet tasting ones and the Coca Cola Zero ones. Based on this data, it shows that demand or interest in Coca Cola drinks has a large market share. This makes competition in fizzy drink products even sharper, because in that class there are fanta and sprite as well as other carbonated drinks. The great attention paid to carbonated drinks has made other aspects such as promotional media an inseparable part of the production of these drinks.

Promotional means are significant in explaining the specifications of a product and its differences from other products, thereby influencing people's purchasing power for a product, including carbonated drinks (Rahmi et al., 2019). This quite large opportunity cannot be let go by companies that have been involved in the food and beverage industry in Indonesia for a long time. The Coca Cola Company initially had very fierce competitors in its class. We'll just call it Pespi, but as the company's contract expired in Indonesia, Pespi disappeared on the market. During this hiatus, it seemed as if Coca Cola was alone in the carbonated drinks class. This condition gives Coca Cola more freedom to develop their products, one of which is Coca Cola Zero. This product is slowly but surely starting to be in the hearts of Indonesian consumers, one of the reasons why this product is liked is because of the 'zero' influence in the name printed on the packaging.

Zero is perceived by most consumers of carbonated drinks in Indonesia as a form of drink that can be consumed at any time because it has low sugar and calorie content. This condition causes consumers to have the perception that consuming Coca Cola does not cause side effects. So, this perception causes the name of this product to gradually become aware among our society. As one of those who dominate the production of carbonated drinks in the country, releasing a product like Coca Cola Zero is a challenge in itself for the company, this is because the Coca Cola they are used to drinking is a product that tastes sweet, fresh, cold and carbonated. The appearance of this product is a response to the Pepsi Diet product. To better introduce its products to consumers,

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the company uses various promotional media, one of which is television. Television is the main means for promoting every new product because it is an important channel that is still reached by many people (Bruce et al., 2020). As data released by Nielsen shows that advertising spending on Indonesian television reached 78.2 percent at the end of 2021 (DIGIADS, 2021).

The Coca Cola Company, as a producer of carbonated drink products, tries as hard as possible to present products that consumers want with guaranteed quality and attractive advertising so that a consumer can decide to buy the product (Zhahir & Widayanto, 2018). The Coca Cola Company also presented the same thing when advertising Coca Cola Zero. This is none other than so that this new product can reach the young market, especially with visualization in contemporary colors. The introduction of advanced technological features without forgetting environmentally friendly aspects with the tagline "Taste Too Good For Words". The segmentation selection for young people is expected to reach what is close to their daily lives, understand developing trends and aim to build an emotional bond between brands and consumers or what is called emotional branding.

LITERATURE REVIEW

Emotional Branding

Emotional branding is a new phenomenon in business strategy that links product advertising with consumers' personal experiences. This connection then creates an emotional association bond between various individual consumer experiences with a product (Balaji et al., 2016). This kind of strategy allows a product to achieve an effective way to associate the brand feeling with the emotions of each individual focused on loyal customers. This emotional emphasis provides encouragement or persuasive action or a tendency for individuals to think, act, and form patterns in the same way and at certain times as depicted in the narrative of a product (Balaji et al., 2016).

In fact, there are many things around us, or maybe they often happen but we don't realize why we choose an item or just spend our free time and choose that place. For example, why do we choose that brand of phone or laptop, is it just to get work done, or do we feel emotionally attached to that brand? Without realizing it, we buy coffee at Kopi Kenangan, why do we prefer that place to Starbucks? Why do we like watching movies on Netflix? Why use the same brand over and over again when you have so many other options? When we connect with a brand on an emotional level, it's not easy to move on. So they earn a permanent place in your mind and heart making it hard to avoid their products. And this happens because of emotional branding.

The Science Behind Emotional Branding

Emotion branding is the process of building a long-term emotional connection between customers and a product or business by triggering their emotions. Emotional branding allows you to build authority and trust among your audience base. This helps you increase engagement and brand value. Because true engagement is not transactional, but emotional.

Marc Gobé first introduced the concept of emotional branding in his book *Emotional Branding: The New Paradigm for Connecting Brands to People*. The main concept of the book is that the relationship between brands and customers can be built on an emotional level. Marc suggests that to successfully create emotional branding, brands must: (1). Think of their customers as people, (2). Providing products that meet basic needs and meet customer expectations, (3). Build relationships of trust and loyalty and (4). Communicate well with their audience to build strong relationships.

Emotional branding allows companies to shape business messages and trigger customers' natural emotions. This means that whatever strategy your business takes, from logo creation to marketing experiences, everything must target consumers at different emotional levels. For example, this can spark their love for the brand

Studies on emotional branding have been widely carried out by media or communication researchers to highlight a brand's communication strategy with its consumers. Research conducted by Wijanarka with Suryoko and Widiartanto explored the emotional branding of Eiger Adventure. The results of this research show that Eiger Adventure's emotional branding has been carried out well with the support of good relationships with customers. This is then able to create a good sensory experience and create imagination in the minds of customers and have a clear vision. This research also highlights three aspects including emotional branding, experiential marketing, brand trust and customer satisfaction with the Eiger Adventure brand (Wijanarka et al., 2015).

Emotional branding research was also carried out by Rachmayanti and Pamungkas when researching the "IT'S In ME" version of the Aqua packaged drink advertisement. This research shows that the emotional aspect of Aqua branding is not felt by all parties so that consumers and those responsible for the product manufacturer have different interpretations (Rachmayanti & Pamungkas, 2017).

Apart from that, research conducted by Prastika regarding Nokia's emotional branding towards its consumers shows positive things. The informant who is a Nokia consumer likes Nokia products because they can meet expectations as a cell phone. Apart from that, the character of the product design is in accordance with their personal character as users (Prastika, 2013).

Not much different from Prastika's research, research conducted by Kusuma and Purnomo on the collaboration between Khong Guan and the cosmetic brand Mizzu Cosmetics with different market segments. This collaboration then gave birth to a new product called Mizzu 'Khong Guan Face Palette' which gave birth to emotional branding with a previously existing and well-known product. The research results show that the collaborative marketing strategy appears creative and is a new innovation in the world of

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marketing that reaches two consumers from different product segments. This marketing strategy capitalizes on the popularity of Khong Guan biscuits with parodies and memes about the loss of a father figure that are directly or indirectly attached to the new product. Mizzu Khong Guan Face Pallete comes with #MIZZU Look for father which also visualizes the Khong Guan can icon (Kusuma & Purnomo, 2020).

Research related to advertisements that try to display emotional branding in their products is also present in Hidayattuloh and Sumargono's research on the visualization of Wuling Confero S Television Advertisements. This research concluded that Wuling Confero S advertisements on television pay attention to various visual attributes displayed such as color, texture and vehicle features. Apart from that, this display is also supported by voice over narration as the main message while making it easier for consumers to understand the content of the advertisement (Hidayattuloh & Sumargono, 2021).

The studies mentioned show the work of emotional branding in the world of advertising in a positive way. Research conducted by Fitri Adona shows the other side of emotional branding. The research concluded that several companies had carried out symbolic violence by trying to use consumers as marketing networks. This makes consumers helpless when faced with an advertisement for a product (Adona, 2010).

From various research that has been carried out, there are many studies related to emotional branding, especially those related to marketing advertising. This research examines the emotional branding of Coca Cola Zero carbonated drinks using Marc Gobe's emotional branding approach which makes this research different from research that has been conducted.

INTERESTED TO BUY

Consumer buying interest really depends on the choice of several brands, then consumers will make a purchase by choosing the alternative they like most and then decide to purchase a good or service based on various considerations (Fajria, 2017). As the definition suggests, advertising has an urgent role in building awareness of the existence of the product or service being offered, increasing consumer knowledge about the service being offered, persuading potential consumers to buy or use the service, and differentiating one company from other companies that supports service positioning. The purpose of advertising is to sell or increase sales of goods or services (Nurdiyanto & Malik, 2019). An advertisement for goods or services really depends on the stage in the product life cycle. Advertising activities often result in immediate sales, although many sales may only occur in the future (Utama, 2020).

Message appeal is the main or core of the overall advertising message delivered, which takes into account the message structure, message style, and message appeals contained therein (Schnurr et al., 2017). The first element that must be considered is the message structure, which is a way of presenting the message in the form of a conclusion, whether the message in the advertisement is implied or explicit in its content. Message style is the next element which is a way of selecting advertising messages paying attention to the elements of the argument. The final element is the message which must be rational, emotional and have a certain appeal (Sasetyo et al., 2012). Morissan (2007:265-266) in Azhar (2014) believes that basically there are various attractions that can be used as a basis for preparing an advertising message.

According to Farela & Darma, (2014) to remind consumers about well-known brands that are widely known, companies can use reminder advertisements so that consumers know that the brand is still alive and circulating around them. Advertising that strengthens the product image is the company's effort to provide assurance to consumers that they have made the right choice and inform consumers about ways to achieve optimal satisfaction from the product. Advertising has a big influence because in it, advertising itself provides information to the public, maintains relations with the public, and reminds the public. Advertising can reach a very wide audience, with simple messages that enable recipients to understand the product being advertised, its function, and its relationship to other similar products (Farela & Darma, 2014).

RESEARCH METHODS

This research applies a qualitative-descriptive method using Marc Gobe's emotional branding theory approach. In this theoretical approach, Marc Gobe has four important components in emotional branding including the emotional connection between the brand and consumers, multisensory experience, imagination, and vision of a brand or product (Gobé, 2001).

An advertisement is basically the art of appealing to a person's rational and emotional soul. The struggle for influence between rational and emotional messages is important to study, especially in the context of media that has a great influence in captivating the soul, namely television (Young, 2004).

Apart from that, the study of emotional branding can be understood in a review of the psychology of needs formulated by Abraham Maslow. Maslow argued that humans have basic needs that inevitably must be met and this occurs in a hierarchical scheme. Starting from physiological needs, security, love and affection, self-esteem, and self-actualization. All of these stages run hierarchically up to the highest stage to express oneself continuously (Maslow, 1970); (Maslow in Noor & Qomariyah, 2019); (Muazaroh & Subaidi, 2019).

According to Youn-Kyung Kim and Pauline Sullivan emotional branding is a brand strategy that stimulates consumers in an affective state, appealing to their feelings with the aim of increasing consumer loyalty (Kim & Sullivan, 2019). In addition, according

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to Morrison and Crane, emotional appeal is an effort to appeal to consumers on a sensory and emotional level, forging a deep, loyal and intimate emotional connection with a brand by going beyond material satisfaction. This kind of thing then involves creating a holistic experience that provides emotional satisfaction so that customers develop a special bond and unique trust in that one brand (Morrison & Crane, 2007).

This is in line with Gobe's statement which calls emotional branding orientation as providing the means and methodology to connect products to consumers in an emotionally deep way. It focuses on the most interesting aspects of human character; the desire to go beyond material satisfaction, and experience emotional fulfillment. A brand is uniquely placed to achieve this because it can tap into the inspirational drivers that underlie human motivation.

Apart from that, this research also uses a visual communication approach to see the color visualization of Coca Cola Zero. According to Muljosumarto, television advertising videos consist of visuals consisting of colors and graphics as well as audio that supports them well. All of these things come together to provide understanding and stories to consumers (Muljosumarto, 2017).

RESULTS AND DISCUSSION

Coca-Cola was first introduced in Indonesia in 1927, and produced locally for the first time in 1932. Since the 1960s, various products of The Coca-Cola Company have been introduced to the Indonesian market: SPRITE in 1961, FANTA in 1973, Diet Coke in 1986, Frestea in 2002, Coca-Cola Zero and Minute Maid Pulpy in 2008, followed by Nutriboost in 2014. In 2002, Coca-Cola also acquired a local brand of bottled drinking water, Ades. Currently, Coca-Cola products are produced in 8 factories and 4 co-manufacturers in Indonesia.

The Coca Cola Zero television advertisement will appear in 2022 on television with a duration of 40 seconds, starting with showing a Coca Cola Zero can accompanied by ice pellets on the outside in fresh condition. This is indicated by the product can being bathed in drops of ice water, as if it had just come out of the cooler. The advertisement opens with a voice over sound that conveys the tagline "Taste Too Good For Words". At the beginning of this advertisement, it can be seen that the type of music used is conditioned to communicate a product with current trends. The tagline used on the product appears when the advertisement ends. With this tag line, it seems as if it confirms what the company has been thinking all along. As we know, Coca Cola's journey to penetrate the Asian market, especially Indonesia, is not easy. This is because there are many products that have similarities with this product. In Indonesia, the most popular drink at that time was bottled sosro tea. The presence of Coca Cola adds diversity to the types of drinks whose market share is targeted at young people. With Coca Cola's foresight in studying the desires of Indonesian consumers to be able to consume carbonated drinks but without causing fattening effects, Coca Cola Zero is the choice.

When advertising begins to introduce a new product or simply remind consumers of a product, there are various types of advertising that people want to focus on. This advertisement focuses more on the advantages of Coca Cola Zero products, such as the shape of Coca Cola Zero which increasingly adapts to the size of Indonesian people's hands, the colors that dominate the product, both for background colors and for colors that are considered dominant. The Coca Cola Zero advertisement begins by showing dark red as the background color juxtaposed with dark brown Coca Cola Zero. In Elliot and Maier's point of view, dark red is considered a professional and luxurious color and features pink as a dominant background accompanied by white. Shades of pink are considered exciting and energetic colors (Elliot & Maier, 2014).

Not only that, in the next scene, the advertisement shows orange as the dominant color. The color orange shows entertainment and adventure value (Elliot & Maier, 2014). This can be seen in the picture showing someone playing basketball with a black Coca Cola background. Apart from that, color dominates the next footage which wants to convey confidence, strength, reliability and unity. Blue is also said to be the favorite color of both genders and is safe to use for products (Elliot & Maier, 2014). This gender neutral color is further emphasized by the selection of models consisting of men and women, which illustrates that the color is suitable for attracting both genders.

In the next section, the colors presented are orange and green. Green indicates something natural, organic and environmentally conscious (Elliot & Maier, 2014). This is of course in line with one of Coca Cola's eco-friendly slogans. The next snapshot shows the color unity between blue and orange. This indicates how the blue element which is self-confidence, strength, reliability combines with the orange element which is entertainment and adventure. If you look at it as a whole, all the colors above have the characteristics of being pastel colors. Pastel colors are often the choice because of their soft and girly nature (Agusti, 2016). Apart from that, the color looks young and faded or not as strong as the basic color (Albahaqi, 2021) as well as visualizing the slogan "Coca Cola Zero, Taste Too Good For Words". This also provides an explanation regarding the selection of advertising actors, all of whom are still young. Thus, it is very clear that youth segmentation is the main goal, without negating other age categories.

Furthermore, the initial introduction of a product can be briefly reviewed through touch. Touch is basically one of the senses that is strongly intertwined with emotions. Through this, buyers compensate for the lack of information by using their senses to obtain more information (Gobé, 2001). In the Coca Cola Zero advertisement, several touches on the product along with its features and technology can represent initial assumptions about the introduction of the product.

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Emotional Connection between Brands and Consumers

According to Gobe, in the business world, service and establishing relationships with consumers is important because service is part of sales and establishing relationships is a reward. Therefore, in the current era, a brand must build an emotional relationship with its consumers (Gobé, 2002). Emotional connections cannot be generated from sensational promotions alone, but there are also efforts to establish long-term emotional closeness with consumers.

A brand that achieves emotional relevance to consumers' lives is one that has answers or desires to the fundamentals of consumer expectations. Of course, these expectations can be viewed, one way, from efforts to self-actualize. The Coca Cola Zero advertisement displays emotional branding with an elegant, attractive and modern design accompanied by freshness which is shown by the ice pellets on the can and a mixture of Coca Cola Zero with small ice cubes in the glass. In this scene, Coca Cola Zero wants to convey that if you want to drink straight from the can, the expected freshness of this product will be felt, likewise when the product is poured into a glass, the freshness will be more pronounced.

Multisensory Experience

The first aspect related to multisensory experiences is sound and emotional connection. One of the most important aspects of Coca Cola Zero advertising is reaching consumers' sense of hearing in the form of sound. In this advertisement, there are two types of sound that blend well, namely the sound of music and the sound of the combination of ice and liquid from Coca Cola Zero products which convey messages in the form of words to provide product insight and attract consumer interest. Advertisements on television usually use music in an attempt to influence consumer preferences (Bozman et al., 1994) "container-title": "Journal of Applied Business Research (JABR)

The sound of music gives an emotional dimension to a brand. The choice of soundtrack will immediately say that this is a "big", market-leading, confident or sophisticated brand. Basically, music provides an emotional dimension to consumers. Music can convey the spirit of youth and fun, or old and safe, which can convey an old image, or offer an image of newness (Dunbar, 1990). There are various reasons underlying the choice of music type in an advertisement, one of which is what product? and where the market share of the product is heading. As explained previously, with the soundtrack you can "guess" who the owner of the product is. In Indonesia there are advertisements that even though we are in the kitchen, but as soon as we hear the music we will know who it is, let's take for example the advertisements for Indomie, Aqua and Warehouse Salt, which have a type of music that consumers are already aware of.

The type of music used by the Coca Cola Zero advertisement is very energetic and modern. This is of course to segment targeted young people and at the same time communicate to consumers about a product that is enthusiastic and very relevant to current trends. So with clear segmentation and which market they will target, it will influence the type of music that will accompany the advertisement.

Apart from that, another experience is in the form of a second type of voice over narrator which requires the audience to get to know a product. The narrator tries to introduce the advantages of a product while reaching the emotions of consumers. An advertisement must have a logical-persuasive narrative that informs and introduces the product on the one hand and the words must also have emotional content in order to establish an emotional connection with individuals as consumers on the other hand. This is useful for selling emotions to buyers but providing rationalization to justify purchases (Sugarman, 2006)

Another aspect that is no less important is the visual aspect, because it can be an attraction for displaying special colors aimed at establishing emotional branding, namely the visuals given to consumers. Unlike drink advertisements in general, the Coca Cola Zero advertisement displays a different background, namely in the form of ice cubes in one place and a glass outside, showing that when consumers drink the product, they will feel cool in the neck and throat with color. dark brown according to that of Coca Cola Zero.

The consideration of Coca Cola Zero advertising using a variety of colored backgrounds is certainly not without reason, especially when viewed from emotional branding. Color is closely related to human psychology (Elliot & Maier, 2014). In addition, color is a dominant visual feature that influences consumer perception and behavior (Kareklas et al., 2014) and has significant meaning, influencing people's emotions, driving purchasing power, and influencing willingness to pay for products (Kato, 2022)., materials, and finishing.

The initial introduction of a product can be briefly reviewed through packaging, in this case Coca Cola cans. Touch is basically one of the senses that is strongly intertwined with emotions. Through this, buyers compensate for the lack of information by using their senses to obtain more information (Gobé, 2001). In the Coca Cola Zero advertisement, several touches shown regarding the product along with its features and technology can represent initial assumptions about the introduction of the product.

Imagination to establish communication with consumers

According to Gobe, imagination or originality is closely related to the impact a product produces as a message of innovation to establish emotional branding with consumers (Gobé, 2002). In the advertisement shown, The Coca Cola Zero realizes its imagination regarding the natural freshness that consumers feel when they consume this drink. Thus, The Coca Cola Zero advertisement

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implicitly conveys an innovative message that our passion for consuming Coca Cola does not have to sacrifice its impact on the future of consumers.

Vision affirmation

Vision is a vital factor for long-term success in an emotional branding strategy. With market realities and consumer behavior being very dynamic, a brand's vision becomes an identity and also a main persona in long-term sustainability. Apart from that, a vision also emphasizes a strong emotional connection with consumers. Because to make consumers fall in love with a brand, a brand must show them how much effort it has made to meet consumer needs (Gobé, 2002).

Coca Cola's vision is summarized in the tagline. In other words, Coca Cola wants to always be at the forefront of innovation in carbonated drinks, not only in the appearance or shape of the can, but also in the aroma or taste that is adaptive to the tastes of the Indonesian market. This vision was realized in The Coca Cola Zero advertisement in the phrase "Taste Too Good For Words". The newest thing offered to the public by Coca Cola is that they are free to drink Coca Cola without fear of consequences in the future, because it is free of sugar content. This is supported by advertisements that emphasize the freshness of your thirst rather than the taste of the drink.

Research Contribution

This research contributed to the Coca Cola Company creating a new product line for carbonated beverage products. Furthermore, emotional branding can provide more benefits to this company in terms of: (1) Maintaining good relationships with customers. The first aim of creating emotional branding is to maintain a good relationship between the brand and customers. If this is implemented well, there will be a sustainable relationship so that customers continue to enjoy the products made, (2). Provide a sense of satisfaction to customers. Customer satisfaction is the key so that consumers trust the products we create. By providing satisfaction, a brand has a great opportunity to become the main place for customers when they need your product on another occasion, (3) Creating customer loyalty. With customer loyalty, the products you make will have their own market who are likely to buy every new product you make.

Suggesting for the next research

This research contributed to the Coca Cola Company creating a new product line for carbonated beverage products. Furthermore, emotional branding can provide more benefits to this company in terms of: (1) Maintaining good relationships with customers. The first aim of creating emotional branding is to maintain a good relationship between the brand and customers. If this is implemented well, there will be a sustainable relationship so that customers continue to enjoy the products made, (2). Provide a sense of satisfaction to customers. Customer satisfaction is the key so that consumers trust the products we create. By providing satisfaction, a brand has a great opportunity to become the main place for customers when they need your product on another occasion, (3) Creating customer loyalty. With customer loyalty, the products you make will have their own market who are likely to buy every new product you make.

CONCLUSION

1. From the detailed exploration, the research concludes that the emotional relationship that exists between brands and consumers is fundamental, apart from the innovation of the products being marketed. This can be seen in the visualization of The Coca Cola Zero advertisement which establishes an emotional connection with consumers as a marketing strategy as well as promotion to consumers.
2. In this research, multisensory experiences are quite significant in the promotional process for The Coca Cola Zero, which comes in slightly different color variations. This color is considered a soft color, a light and faded color or not as strong as the basic color. As well as voice over as a narrator who explains the messages conveyed in The Coca Cola Zero advertisement.
3. On this occasion, The Coca Cola Zero also conveyed the company's vision to always present the latest technology. Apart from that, the aspect of imagination or originality displayed in the visualization of The Coca Cola Zero advertisement seems to want to state that this product is not only commercial in nature, but also presents environmentally friendly technology as well as consumer self-actualization. Therefore, the production of The Coca Cola Zero advertisement also conveys the message that this product can be drunk in all situations, so that it can become part of a life style in an effort to self-actualize. This research is still very limited because it only shows the external aspects presented in The Coca Cola Zero advertisement. The hope is that future researchers can fill in the blanks that have not been explained in this research.

SUGGESTION

1. It would be a good idea for Coca Cola to use a brand ambassador who currently has a good rating, so that if you remember this public figure, you will remember Coca Cola Zero
2. This research is still very limited because it only shows the external aspects presented in The Coca Cola Zero advertisement. The hope is that future researchers can fill in the blanks that have not been explained in this research.

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