

Developing Indomie's Marketing Strategy in Nigeria Through Customer Perception of Indomie

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Abstract: *Instant noodle has become a promising product in Nigeria due to the increasing market potential, allowing Dufil Prima Food Plc to be the chosen distributor and manufacturer of an Indonesian instant noodle brand, Indomie. Originally produced, distributed and sold by PT.Indofood Sukses Makmur Tbk in Indonesia, Indomie has become a common staple in Nigeria through the use of adequate marketing strategies and proper national expansion. Instant noodle was first introduced in Nigeria by the 1990s, where Indomie acts as a pioneer in building the instant noodle industry in the country, it was not well perceived at first and needed time for the people to start accepting it in their everyday meal yet today, it becomes the best selling instant noodle brand in Nigeria. Indomie produces two types of instant noodles namely broth based noodles and stir fry noodles. In the midst of Indomie's success of being a market leader in Nigeria, other businesses have started their own brands thus creating a new competitor in the market. Therefore, the aim of the dissertation is to generate new marketing strategies for Indomie in Nigeria based on the perception of Indomie from both Nigerian and Indonesian consumers. The purpose of the strategies is to compete with competitors and stay relevant in the country by comparing both aspects from either country. The data collected will be derived from interviews and descriptive analysis from previous researches, journals and printed documents. The end result are strategies that can be implemented by Indomie Nigeria while still being in line with the vision, mission and value of Indomie as a company and brand.*

Keywords: Customer's Perception, Indomie, Marketing Strategy

1. Introduction

As a key aspect in marketing, perception is known to be a process leading to a major emotional state that can be obtained from choosing and organizing how to attract customers (Fatihudin et al., 2020) which allows customers to feel a strong and positive desire to purchase something. There are many factors that make up a customer's perception (Sumarwan, 2011) the internal factors include religion, necessities, motivation, personalities, information processing, stereotypes, learning process, knowledge and consumer behavior. Meanwhile, culture, demographic characteristics, social, economic, kin, environment, technology and consumer situation and consumer situation are environmental elements.

Indomie was first launched in 1972 and soon become a part of the modern Indonesian eating culture, the majority of Indomie's marketing is done through television broadcasting although with the rise of social media, Indomie Indonesia has branched out to using Instagram, Twitter,

Youtube and Facebook to reach wider audience. Eight years after the initial launching, Indomie exported the first instant noodle to Nigeria, where it found another profound success in the country allowing Indomie to open their first factory outside of Indonesia. Indomie became popular due to the need of Nigerian families to feed their large numbers of family members, since Nigeria has a lower cost of living than many countries in the western hemisphere there is a need to get cheaper food while still being full. Additionally, the Islam is the main belief of the majority of Nigerian and Indomie is certified as halal (permissible) in Islam. Hasan A, 2016 found that Indomie's Nigerian factory is the biggest instant noodle factory there is in West Africa resulting in being one of the biggest contributors towards the economy of the Nigerian Market (Ramadhani et al., 2020). Similarly Indomie Nigeria implemented the same strategy to promote their brand as Indomie Indonesia, TV advertising, Youtube, Instagram, Twitter and Facebook.

Omokayode, 2021 discovered how the main target of Indomie in Nigeria is families mainly mothers and children while Indomie in Indonesia focuses on the generations rather than the role (Millennials and Gen Zs). The main purpose of this research is to generate new marketing strategies for Indomie Nigeria by doing a cross comparison of marketing strategies implemented by Indomie Indonesia. To attain better understanding of customer perception the researcher will use interview as a method to understand the customer's financial power, habits and ability to accept new concepts.

1.1 Business Overview

1.1.1 Company Profile

The rise of Indomie as a major instant noodle brand came from its popularity in its home country, Indonesia. Indomie was not the first ever instant noodle brand from Indonesia, its predecessor was known as Supermi. The number one spot in the instant noodle industry soon shifted towards Indomie after four years of the first launch of Supermi, this is due to how well the market has perceived Indomie as a more tasty brand. Now Indomie is what the general Indonesian would think of when thinking of the word instant noodle.

1.1.2 Vision, Mission and Value

Vision:

“A Total Food Solution Company”

Mission:

- To provide sustainable solutions for food needs.
- To continuously improve our people, processes and technologies
- To contribute to the welfare of the society and environment in a sustainable manner.
- To continuously improve stakeholders' values.

Values:

“With discipline as the basis of our way of life; We conduct our business with integrity. We treat our stakeholders with respect; and together we unite to strive for excellence and continuous innovation.”

1.2 Research Question

RQ: What factors affect the customer's perception of Indomie in Nigeria and Indonesia?

1.3 Research Objective

- RO1: Analyze Indomie Nigeria's ability to stay relevant in the market from the point of view of Gen Z and Millennials in 2023.
- RO2: Increase Indomie Nigeria's brand relevance through understanding customer's perception in 2023 of Indomie to indicate which marketing strategy has given Indomie Nigeria the best results.
- RO3: Generating new marketing strategies for Indomie Nigeria by May 2023 to improve previous existing strategies.

2. Literature Review

2.1 Marketing Strategy

Morgan et al., 2018 discovers the key to proper marketing strategies lies in the understanding of the market, without which it could lead to ineffective implementation of marketing strategies causing problems to market penetration. This can be categorized into three factors; inputs, outputs and environment. Input consists of market understanding, brand image, economic buying power, new product development and customer relationship management. Meanwhile, the outputs are expected to be understandings related to behavioral activities and preferences. To determine the success of a marketing strategy, a periodic review is needed to help issues circulation with the brand and make better marketing decisions.

2.2 Customer Perception

To be able to adapt to present changes in the market there is a need to make alterations towards the products offered to understand what the customer's wants and needs (Sreeya B, 2019), customer perception plays an important role in fulfilling that necessity. Wartaka & Sumardjono, 2020) describes customer perception can be determined based on product attributes, company's reputation, quality and quantity, local standards including health and safety regulations and advertising. Customer perception allows companies to convey messages towards their customer to allow them to have a connection towards the product making it an important aspect of their life.

2.3 Product Relevance

Companies need to be able to stay relevant in the market to ensure the brand can last a long time (Aaker, 2011), through careful planning companies can have an impact on the customer's purchase behavior to ensure the people are intrigued and will buy the products offered. According to the findings made by Guèvremont et al. (2020) for customers to choose the product on purpose there is a need to catch their attention by understanding the problems, resolving the issues and offering a unique selling point. When all the steps have been completed, the company will have a leverage in being better than the competitor ensuring long term longevity. Without understanding the need for product relevance, Aaker (2011) noted that the brand or product might be forgotten and replaced by newer competitors in the market.

2.4 Product Market Presence

As competitors are starting to rise up and creating newer selling points there is a need to assert market dominance by creating a stronger product market presence. Product market presence can be described as the capability to determine the success a brand or product has in the market. With better presence, the company can compete in the market allowing customers to be attracted towards purchasing the product. Buzzel et al (1975) mentioned how the market presence of a product ensures the company to have profitability in the long term. Based on the findings by Kalafatis et al (2000) product market presence allows the product to have a steady

position in the market and can withstand many challenges that will be faced in the future due to the shifts in the market and can be done through quality checking and renowned distribution system allowing supply chain to operate smoothly. Hence the main factors in product market presence are brand reputation, understanding of customers' needs and perception and affordability.

3. Methodology

3.1 Data Source

To generate results on the research there is a need to determine the source of data that will be used in this paper. The primary method will be used from interviews with Nigerians and Indonesian. Interviews allow the researcher to have a better understanding with more personalized answers with the informant. As there are restrictions in the researchers and informant ability to meet in person, the interview can also be done from online meeting platforms; this way none of the participants will have easier access to conduct the interview (Irani, 2019). To support the interviews, secondary data collection will be used from journals, published books and scientific articles.

3.2 Interview Questions

The main objectives of the interview will be to determine the key factors in what affects the customer's perception of Indomie in both Nigeria and Indonesia to be used to generate new marketing strategies in Indomie Nigeria. The questions will be leaning towards gaining opinions about Indomie's reputation, identity and adaptability in the market which leads to the point of customer's perception (Karolina Janiszewska and Insch, 2012). Furthermore, additional information such as economic stability of the customer and the country, priorities, and understanding of previous marketing strategies can be obtained from the interview as well. There are two parts of the interview; socio-demographic and brand awareness and current perception of Indomie which consist of a total 63 questions. The chosen informant consist of 15 people from Nigeria and Indonesia and are limited to:

- Nigerian or Indonesian of all genders above the age of 19 years old
- Purchase any Indomie product in the last 5 years
- Is familiar with Indomie as an instant noodle brand

It needs to be taken into account as the informant consists of people from two different nationalities, the main questions and follow up questions will be altered based on what nationality the interviewee is. To comply with the page restriction of the article guidelines, the interview questions will be available to view on the second attachment. The second attachment consists of all 63 questions including the answers of the 15 informants.

3.3 Data Analysis Method

The data that has been collected will be analyzed through descriptive analysis which is necessary to make a conclusion out of all the interviews and to create a conclusion of the research paper. Descriptive analysis allows the researcher to generate keywords within the answers that can be a determinant factor in understanding customer perception.

4. Result of Analysis

4.1 Research Findings

In the past couple of decades Indonesian has started to venture out of their original country to start living abroad, the majority of them bring Indomie as an alternative option when they

cannot adapt to the new food or need a taste of home. Through that many Indonesians started to give Indomie to foreigners as a way to introduce someone to the culture (Adirini Pujayanti, 2017). Due to the unique sweet and savory flavor combination of Indomie, non-Indonesians has started to have a keen liking towards instant noodles. Instant noodle was never a part of Nigerian culture to begin with, it is a foreign type of food that used flour and eggs to be made however in an exotic shape. However due to the flavor and after regularly exporting Indomie to Nigeria, the company has understood how expensive it is to export across the globe and due to the potential the Nigerian market holds, it is easier for Indomie to make a factory there. In the past this caused the belief that Indomie is a Nigerian product due to the location of the factory. Many Nigerians also choose to consume Indomie because it was the first ever to exist in Nigeria, its price and the flavor.

4.2 Interview Result

4.2.1 Informant Profile

All interviewees are above the age of 20 where they had lived in their country for at least 20 years each. None of the interviewees held a dual citizenship meaning they are either Nigerian or Indonesian. Each informant is pursuing a higher level of education, the majority are taking their bachelor degree while one is taking post graduate. More than half of the interviewees are students at University of Hull and Bandung Institute of Technology. Most of the interviews were done face to face while some are conducted online using social media platforms. Every informant agrees for their answers to be used for the research although some of the interviewee refuses to be recorded while conducting the interview due to personal reasons.

4.2.2 Interview Summary

Concluded from the interview, all fifteen interviewees agreed on several key points such as Millennials and Gen Z are the ones that opinions needed to be taken into account when the older generations are making rules and regulations. Millennials and Gen Z's buying behavior reflects on their capability to support everyday needs and hobbies. Other than that, every interviewee thinks that the nutrition in one pack of Indomie is not sufficient and needs to have other nutrients other than carbs. Almost every interviewee agrees that the seasoning pack of Indomie should not be changed since most of them choose Indomie due to the flavor aspect. Indomie is recognized as a cheap and filling meal although some argue that there are cheaper alternatives that can withhold hunger for a longer time. The majority of informants mentioned the award show done by Indomie Nigeria is not efficient in promoting the brand, instead Indomie should approach younger artists and local brands to work together to form a new product while still maintaining the Indomie identity. Due to the improper promoting methods and distribution system, the larger sizes of Indomie packs are commonly unknown. This is the result of the switch from cable television to online streaming platforms and affected Indomie especially since Indomie mostly advertise on television. When being introduced to the idea of the Indomie cup noodles version, most of the informants reacted negatively to the product mostly because of distrust towards the texture of the noodles and difficulties to have electricity for heating up the noodles. Some interviewee recommends Indomie to reduce the amount of new flavor and focus on the current existing flavors.

4.3 Marketing Strategy Recommendations

4.3.1 Collaboration with Local Brands

For the 50th anniversary since the launch of Indomie, Indomie Indonesia has chosen to collaborate with local Indonesian brands to incorporate Indomie into a wider range of products. The collaboration is not limited to only food and beverages so brands from any type of commodity are allowed to work together with Indomie. One of the most noticeable

collaborations is seen from a locally well known flip flop brand Swallow where the Indomie icons are printed on the flip flops and on a shirt from a retail company called JKT creative. Indomie Nigeria can also do collaborations with local Nigerian brands and create a new unique product such as bootleg toys. The idea is to take the brand identity and combine them into one toy, this is also an opportunity for Dufil Prima Foods Plc to promote their other instant noodle brand by making both brands into a character. Furthermore, Indomie Nigeria can work together with local toy manufacturers to produce these toys and they can even make merchandise out of the existing Indomie superheroes, Indomitable.

4.3.2 National Artist Competition

Indomie Nigeria has made an initiative to make an award show called Indomie Independence Day Awards in their effort to support the young generations of Nigeria. The competition is based on three categories and only those with physical or mental disabilities are able to participate (Heroes of Nigeria, 2019) this shows Indomie Nigeria's position in showing they care for every kid. The awards encourage young Nigerians to innovate and make creative ideas to promote their talents. However, as mentioned by the interviews, award shows might not be the most suitable. This is followed by the fact that the last Indomie award show was held over 4 years ago. A new method should be implemented to still show support such as creating a competition for local artists. This competition needs to be supported not only by the company but by the government as well. Indomie can benefit from the opportunity for the artist's artwork to be used as a special edition pack that will be used on Indomie's packaging nationwide. Therefore, this method is more likely to increase Indomie's social media engagement and sales in the long term.

4.3.3 Celebrity Collaboration

Celebrities have always had a huge impact in not only the music industry but also in popular culture. The usage of celebrities for collaboration with a brand is not unheard of. Nü Greentea Indonesia implemented this strategy by paying the Korean boy group NCT 127 to not only promote their brand but to be on the packaging of the tea brand, similarly the model, Kate Moss has recently become the face of Coca Cola due to her being the current board of director. This method can be followed in Indomie Nigeria by collaborating with Nigerian artists such as Davido, Rema or Wizkid (Apple Music, 2023).

4.3.4 Social Media Engagements

Both Indomie Indonesia and Indomie Nigeria have used social media as a part of their marketing strategy however only Indomie Indonesia uses Tiktok to actively promote the brand. Tiktok promotion is a common thing as brands started to shift their focus to Gen Z and Millennials especially since Tiktok is used by 47.7% of the Nigerian population (Statista, 2022). Other than regularly creating contents Indomie Nigeria can take advantage of the Tiktok Live feature, this allows the customers to directly engage with the brand. The product broadcasted can be anything related to Indomie whether it is to tease about new product launch or just to casually engage with the customers. Additionally, the type of content Indomie Nigeria should make have to be related to the current trend, this ensures Indomie Nigeria can keep up with recent topics and stay relevant. Lastly, using the newer method of controlling product reputation called "Buzzer" this can be used to promote any new releases or fix issues relating to perception of the brand.

4.3.5 Product Placements

This method of marketing strategy can either be seen as direct and indirect based on the agreement. In some movies such as Knives Out (2019) and Annabelle Comes Home (2019),

the characters can be seen consuming the biscuit brand Lotus Biscoff and a bowl of Kellogg's Corn Flakes. However, the movies does not directly show the brand name allowing viewers to naturally recognize the product while the direct method implicitly shows the product packaging and sometimes will say a scripted word to promote the selling point of the product. However this method if not used in the most natural setting can result in the brand having a negative reaction (Jin and Muwaddam, 2019). The latter example can be seen in the Thai movie KinnPorsche (2022) and Going Seventeen (2022).

4.3.6 Festivals Stands

In big events such as music festivals, business expositions or cultural events there is always a need for food and beverages, in these situations people will sometimes pay more than what they usually pay due to the increase of product price. Even if they did it reluctantly, the attendees will still pay because food is a necessity. In order to make up for the product price mark up, the cooked Indomie noodle sold should not only consist of plain noodles with seasoning, it should have other toppings such as eggs, vegetables or even meats. Other than that Indomie Nigeria can offer new products or special packages that includes regular Indomie, merchandise or if the event is held outdoor Indomie can provide fans or ponchos with Indomie logo or design this way more people will recognize Indomie. In Indonesia this method is often used in fairs, while in Nigeria this can be implemented in events such as food and beverages exhibitions or music festivals.

4.3.7 Pop Up Stores

Pop up stores allow brands to promote without having to generate big cost to make flagship stores. This also allows companies to make better relationships with their buyers (Lowe, Maggioni and Sands, 2018). Indomie Nigeria can make a discreet pop up store to promote their new product launch, this way people are intrigued to try the new store and pay attention to Indomie.

5. Conclusion

5.1 How do Nigerians See Indomie?

Indomie is known to be an affordable alternative for fulfilling carbohydrates, it also has intense flavors that leaves a wonderful after taste on the tongue. Although many argue that Indomie cannot be considered as a meal, some think the portion of Indomie is perfect as it can still provide enough food to last a few hours and is filling. Additionally, based on the research all the marketing strategies Indomie Nigeria had done previously has all been in line with the company's vision and mission.

5.2 Positive Impact of Indomie in Nigeria

Indomie is one of the biggest contributors to the economy of Nigeria by helping those in need with support from Indomie Independence Day Awards, community events, hiring factory workers, creating new job vacancies and fully supporting the young Nigerians. Indomie believes in their values therefore their action has been made to fit the greater good.

5.3 How Can Indomie Stay Relevant

Collaboration and innovation is the main point in ensuring new ideas can arise within a company, hence why Indomie focuses on making sure the younger generation has the best quality to become the future leader of the country. Other than that, due to the use of social media in the 21st century, Indomie Nigeria needs to increase their engagement through understanding the current trends and accommodating the product to the trends that is why their

previous family themed advertising can be seen as repetitive and there is a need for a new fresh topic. The advertisements need to be interesting, with background music according to the theme of the ads, with captivating story line and impressive visuals.

5.4 What Positive Impact Does The Strategies Give To Indomie Nigeria?

Indomie already has a big and positive reputation, however keeping that position is difficult especially with more competitors becoming stronger hence the strategies derived from this research ensures Indomie can be on the top of their game in the long run. These strategies are not cheap to implement, however it is crucial for a company to keep generating new ideas and find ways to become better or else there will be no improvements. Even though Indomie makes up the majority of the Nigerian instant noodle market, only the ones from the age of early fifties to early childhood meaning the older demographic of Nigeria might never heard of Indomie or even know what instant noodle is. This issue can be solved by doing product placement and pop up stores.

5.5 Research Limitations

5.5.1 Culture

The research was conducted with people from two different cultures, one from Africa and one from Asia. Both cultures are unique in their own ways and have their own norms and traditions hence why when conducting the research and interview there is a need to take into account what language the interviewee is more comfortable to talk in. Additionally, since the interview is done verbally there is a need for the researcher to understand what the interviewee spoke and this was a bit of a challenge as different pronunciations can cause a bit of a confusion.

5.5.2 Access to Existing Studies

While it is relatively easy to obtain the link to existing journals related to the research, some documents cannot be accessed through the public domain and can only be accessed from people within the organization or university. Other than that it is difficult to gain hard copies of existing published books due to unavailability of the book in the country or higher price point.

5.5.3 Prior Research

Although Indomie can be considered as a well known brand worldwide, there is still little existing journals or research specifically discussing Indomie making secondary data collection more difficult. Nevertheless, after further digging, the obtained articles have discussed the topic related to this research and can be used as a source and references which ensure the research is credible.

5.5.4 Finance

Since the interview will be conducted with Nigerian and Indonesian, there should be a need to visit the country to find interviewee. However, doing so requires a hefty amount of funds from transportation cost, accommodation cost, food cost and miscellaneous expenses. Luckily due to technological advancement there is no need to go into such length and the interview can be conducted through online conference platforms or with Nigerians and Indonesians that live in the UK making the cost of travel more affordable.

5.6 Reflection

This research allowed the researcher to understand better about cultural differences between two countries from different parts of the world and the similarities in both cultures. Marketing strategies caters not only to a specific target audience but also to the general public, which means even in different countries some marketing strategies stay the same as it translates as a

universal way of communication for brands to customers. Since the start of the interview period, the researcher now understood how to properly conduct an interview and reach out to the wider network to find informants for the interview allowing the researcher to have a broader social network.

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