

Factors of Consumer Purchase Intentions in Purchasing EcoLink Lighting Products in Sidoarjo: A Qualitative Analysis

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ABSTRACT

Light-emitting diode (LED) technology offers several advantages, including a longer lifespan, stability in light output, and higher efficiency compared to incandescent bulbs. EcoLink is a brand that provides high-quality, eco-friendly LED lighting at affordable prices, designed for consumers seeking reliable and long-lasting lighting solutions. The global LED lighting market share is expected to grow to around 70% by 2020, making evaluating this technology from various perspectives important. Garden LED lights are a more environmentally friendly and economical solution than traditional lights, with better energy and financial outcomes. EcoLink's design is adapted to Indonesia's living conditions and electrical system to create stable, uniform, and environmentally friendly lighting. LED lights are often used in energy-efficient products, consuming less energy and having a longer lifespan than traditional lights. EcoLink LEDs are proven to last longer and come with a 1-year warranty. Qualitative research methods, such as interviews and observation, are used to understand the experiences of EcoLink lighting users of all ages. These methods aim to uncover the underlying meaning of the data and provide rich and in-depth descriptions of complex phenomena. The data collection technique for this study involves interviews, which allow participants to express their thoughts and feelings in their own voice.

Submitted:
1 OCTOBER 2023

Accepted:
21 NOVEMBER 2023

Keywords: Prices, Brands, Purchase intentions, EcoLink lamps

ABSTRAK

Teknologi Light-emitting diode (LED) menawarkan beberapa keuntungan, termasuk umur yang lebih panjang, stabilitas output cahaya, dan efisiensi yang lebih tinggi dibandingkan dengan lampu pijar. EcoLink adalah merek yang menyediakan lampu LED berkualitas tinggi dan ramah lingkungan dengan harga terjangkau, yang dirancang untuk konsumen yang mencari solusi pencahayaan yang andal dan tahan lama. Pangsa pasar lampu LED global diperkirakan akan tumbuh menjadi sekitar 70% pada tahun 2020, sehingga penting untuk mengevaluasi teknologi ini dari berbagai perspektif. Lampu LED taman adalah solusi yang lebih ramah lingkungan dan ekonomis daripada lampu tradisional, dengan hasil energi dan keuangan yang lebih baik. Desain EcoLink disesuaikan dengan kondisi kehidupan dan sistem kelistrikan di Indonesia untuk menciptakan pencahayaan yang stabil, seragam, dan ramah lingkungan. Lampu LED sering digunakan pada produk hemat energi, mengkonsumsi lebih sedikit energi dan memiliki umur yang lebih panjang daripada lampu tradisional. Lampu LED EcoLink terbukti tahan lebih lama dan dilengkapi dengan garansi 1 tahun. Metode penelitian kualitatif, seperti wawancara dan observasi, digunakan untuk memahami pengalaman pengguna lampu EcoLink dari segala usia. Metode ini bertujuan untuk mengungkap makna yang mendasari data dan memberikan deskripsi yang kaya dan mendalam tentang fenomena yang kompleks. Teknik pengumpulan data untuk penelitian ini melibatkan wawancara, yang memungkinkan para partisipan untuk mengekspresikan pikiran dan perasaan mereka dengan suara mereka sendiri.

Kata kunci: Harga, Merek, Konsumen, Niat membeli, Lampu EcoLink

JIMKES

INTRODUCTION

The obvious advantage of using LEDs as a standard photometric source is that their lifespan is generally longer than that of incandescent lamps. Some LED bulbs have also proven to be very stable in terms of light output, LED bulbs are more efficient than incandescent bulbs, so the new standard bulbs are easier to ship and handle. In addition, it is relatively easy to customize various LED lighting functions according to application needs (Pulli et al., 2015). EcoLink is an LED-based lighting brand that offers high-quality and environmentally friendly lighting at affordable prices. EcoLink products are designed and manufactured for consumers looking for quality LED lighting solutions that are reliable and long-lasting at an affordable price. LED technology has become one of the most common energy-saving solutions in this era, and through various strategies, from technical to political, it is seen that this technology is beneficial for many users. The global LED lighting market share is expected to grow to around 70% by 2020, up from 18% in 2013. Therefore, it is important to evaluate this technology from various perspectives before it can penetrate the global lighting market. (Verma et al., 2017).

LED garden lights are a more environmentally friendly and economical solution than traditional lights while being safer to manage and dispose of. Unlike conventional HPS lamps, which only convert 30% of energy into usable light and have significant radiation losses in the form of heat, LED light sources often convert approximately 50% of electrical energy into light, resulting in better energy and financial results (Paucek et al., 2020). EcoLink's design is adapted to Indonesia's living conditions and electrical system to create stable, uniform and environmentally friendly lighting. If you choose EcoLink, you get comfortable, high-quality light. Not only that, EcoLink also helps create a better relationship with the environment, family and life. LED Technology: LED lights are often used in energy-saving products. LEDs consume less energy and have a longer lifespan than traditional lights. Apart from being more energy efficient, EcoLink LEDs are proven to be long-lasting. It's time to say goodbye to the job of changing light bulbs, which is not only tedious but also time-consuming and, of course, expensive. There is no need to doubt the quality of EcoLink LEDs, as can be seen from their durability, which can reach 15,000 hours. In addition, each product comes with a 1-year guarantee that guarantees durability and performance. EcoLink is a Signify product whose quality is guaranteed. Signify has several product brands. Signify does not ensure that EcoLink is produced in Indonesia because some types are made in several factories spread across several countries.

Axelrod (1968) analyzed purchase intentions along with other attitudinal measures used to predict actual purchasing behavior. For new products, purchase intentions are used in concept testing to help managers decide whether the concept is worth further development and in product testing to draw attention to whether a new product should be launched (Morwitz et al., 2007). Consumers may consider environmental issues when shopping. (Shah et al., 2012). Industry 4.0 has transformed ordinary machines into intelligent systems that detect and collect important inputs required by the machine itself without human intervention, thereby improving overall performance more effectively. Industry 4.0 has enabled real-time data monitoring, allowing vendors to vary prices and production as various factors change (Vaidya et al. 2018). Deksnyte & Lydeka (2012) examine the factors that form an appropriate dynamic pricing strategy. The study shows customer behavior and characteristics, acceptable prices, market structure, product demand and perceived product value as important factors in the formation of appropriate prices.

Brand equity is currently receiving great attention both because of changes in international accounting standards regarding intangible assets and the focus on the impact of marketing communications on brand performance (Eagleand & Kitchen, 2000). Competitive advantage views brand assets as relevant market-based assets because the brand value is created through the consumer's relationship with the brand. This is because trust is considered the cornerstone of any relationship and one of the most desirable qualities (Delgado et al., 2005). If they measure brand equity, most companies limit their measurements to brands in the product category and market of interest (Aaker, 1996).

LITERATURE REVIEW

Price

Customers may also rely on price when evaluating quality. Helps decide whether to use a price-quality strategy (McCall & Lynn 2008). According to Eberhardt et al. (2009), price is the amount of money customers pay for a product or service. Price is a measuring tool in the method of payment or reward between two parties who carry out transactions or transactions for the benefit of another party who receives goods or services in return (Salleh et al., 2015). Price is the monetary value determined in the trade of goods or services. Pricing involves various factors and strategies that influence how much consumers are willing to pay for a particular product or service. Price is the exchange value that can be equated with money or other merchandise for the benefit of the goods or services for a person or group at a certain time and place.

Brand equity

According to Pullig (2008), Brand equity is the value of a brand in the market. Simply put, a brand with high equity has a high value in the market. According to Farquhar (1989), Brand equity is “an added value” provided by a brand for a product. This added value can be seen from the perspective of a company, trade or consumer. According to Schiffman & Kanuk (2008), brand equity is a term that refers to the value contained in a brand. From a consumer perspective, brand equity is added value. Given to brand products. This situation makes consumers have to understand the brand of a product they want to buy. Brand equity refers to the value or style of a brand regarding the perception of a consumer. This includes several elements that influence the way consumers view and respond to a particular brand. Brand equity creates consumer trust, loyalty and choice, which in turn can have a positive impact on a company’s financial results. Brand equity refers to the added value attached to a brand, which can influence consumer speech and the performance of the company. Strong brand equity can increase consumer preference, enable price increases, influence purchasing decisions, and create long-term loyalty.

Purchase intention

Elsafty & Boghdady (2022) says that purchase intention refers to a consumer’s ability or willingness to buy a product or service. Purchase is a consumer’s desire or desire to buy a product or service. This purchase intention can occur as an initial step in the purchasing process before consumers make a purchase. Purchase intention refers to a customer’s plan or desire to buy a particular product and how many units of the product are needed within a certain time period. Purchase intent does not necessarily lead to a specific purchasing action but is an important first step in a consumer’s journey towards a purchasing decision. Purchase intention also reflects preferences for products or services that cannot necessarily be replaced by other products.

METHODS

This research uses a qualitative approach. A qualitative approach involves the use of non-numerical data to understand social phenomena. Qualitative research methods include interviews, focus groups, observation and content analysis. In contrast to quantitative research which focuses on numerical data and statistical analysis, qualitative research aims to uncover the underlying meaning of the data. Qualitative research is often used to generate hypotheses, explore new areas of research, and describe complex phenomena comprehensively and comprehensively. This research includes young and old people who use EcoLink lighting products. This EcoLink lamp study requires examples and explanations of the experiences of EcoLink lamp users of all ages.

The data collection technique for this research uses qualitative data from interviews, which researchers often collect through interviews and questionnaires. The value of an interview is not only in creating a complete picture, analyzing words, reflecting the informant’s views; but also because it allows interviewees to “speak in their own voices

and express their thoughts and feelings. Apart from that, interviews are also like other qualitative approaches to research. Other qualitative social science research methods differ from quantitative methods because they can analyze data obtained in such a way that it can facilitate the social life of the participants. This research uses the interview method; participants tell their experiences to the researcher, and the recorded data is transcribed, then summarized and analyzed for themes and patterns. In this research the resource person discusses the factors of price and brand value on consumer purchasing intentions when purchasing EcoLink lighting products in Sidoarjo, guiding framework for conducting interviews in various fields such as psychology, behavioral sciences and social sciences. Powell

It provides evidence-based guidance for investigative interviewers and offers flexibility to adapt to different interview objectives and contexts. In this method, the person being interviewed is asked to freely relate to the stimulus provided, thus allowing for a more open and exploratory discussion. When conducting qualitative research interviews, it is important to consider power dynamics and potential conflict between the interviewer and interviewee. This has become increasingly important in recent years as awareness of the potential impact of these dynamics on research processes and outcomes increases.

This research uses qualitative descriptive analysis. Qualitative descriptive research has the lightest burden compared to other qualitative approaches with theoretical or philosophical commitments and is committed to learning something in its natural state. This method includes the interview process, direct observation, data analysis, data reduction, filtering, and justification. The advantage of qualitative research is the researcher's freedom to describe the research process with open research problems, while the weakness is how careful the researcher is in recording important moments or data during the research. Qualitative descriptive analysis is an approach in research that aims to provide a complete picture or picture of a phenomenon without quantitative measurements. This method is often used in qualitative research, which focuses more on understanding, interpreting and in-depth context of data. Examples of qualitative descriptive analysis techniques include looking for thematic patterns, classification, concept mapping, and data-based theory development. In general, qualitative researchers use this approach to gain a deeper understanding of the experiences, observations, and meanings they encounter in the context of their research.

RESULTS

Factors of purchase intention towards purchasing EcoLink lamps in Sidoarjo. Purchase intention has a significant influence on purchasing EcoLink lamps in Sidoarjo. Consumers have a strong desire to purchase environmentally friendly products, and they prefer EcoLink lamps because they are known as products that focus on sustainability and energy efficiency. Consumers whose purchase aims to save energy and electricity costs are interested in EcoLink lamps because these products are known for their high energy efficiency and good light quality. Consumers who want to buy quality products prefer EcoLink lamps because of the product's reputation for being reliable and long-lasting. Consumers have the intention to buy products with the latest and innovative features, and they are interested in EcoLink lamps with advanced technology, such as brightness settings or the ability to connect to smart systems. Brand awareness can influence purchase intentions. Consumers who want to choose a brand with a trusted and positive reputation prefer EcoLink lamps because of their reputation in the industry. Reviews and recommendations can influence purchase intent. Consumers who intended to purchase the product based on the positive experiences of others and preferred EcoLink lamps received many positive reviews regarding their reliability.

Price factors for purchasing EcoLink lamps in Sidoarjo. The price factor plays an important role in influencing the purchasing power of EcoLink lamp consumers in the region. Most residents in Sidoarjo consider the price of EcoLink lamps to be affordable, which is likely to increase interest and purchase of the product. The price of EcoLink lamps is faced with competition from other brands or products on the market, but it is

considered relatively competitive or provides better-added value, which can influence consumer purchasing decisions.

Promotional programs, discounts, or special offers related to EcoLink lamps provide additional incentives to consumers in Sidoarjo to choose these products. This can increase consumer sensitivity to price. Government subsidies or incentives for energy-efficient lighting products, such as EcoLink, can reduce their effective price, which is a key factor in consumer purchasing decisions regarding EcoLink lamps.

Prices may also be affected by consumer confidence in the brand and reputation of EcoLink lamps. Consumers tend to agree to pay higher prices because they believe that EcoLink lighting products provide good added value. Providing various price options for various models or types of EcoLink lamps gives consumers the flexibility to choose products that suit their budget. In facing the market in Sidoarjo, the EcoLink company can adopt a pricing strategy that takes into account local market characteristics, consumer purchasing power and local government policies. Effective communication regarding product benefits and various price options can be the key to influencing consumer purchasing decisions in the Sidoarjo area.

Brand Equity Factors in Purchasing EcoLink Lamps in Sidoarjo. The brand equity factor, which involves consumers' views of the brand and its associated values, has a major impact on purchasing decisions for EcoLink lamps in Sidoarjo. The EcoLink lighting brand that builds positive equity can strengthen consumer trust. If consumers in Sidoarjo have confidence in the EcoLink lamp brand, they are more likely to be encouraged to choose that product when making a purchase. EcoLink lighting brands with strong equity also tend to create consumer loyalty, with consumers who have had positive experiences choosing them more often when they need new lights. Positive brand equity for EcoLink lamps creates a high perception of quality in the eyes of consumers. As a brand that is considered high quality, EcoLink lamps can be chosen by consumers in Sidoarjo, even if the price is slightly higher. The level of brand awareness can also influence purchasing decisions, where consumers who are familiar with the EcoLink lamp brand and associate it with quality, energy efficiency or sustainability tend to prefer it over less well-known brands. An EcoLink lighting brand with solid equity can help compete more effectively with competing brands because consumers usually prefer brands they already know and trust. Sidoarjo's marketing strategy is focused on building and maintaining positive brand equity. Campaigns that emphasize brand values, satisfying user experience and product excellence can increase the appeal of EcoLink lamps in the market. Positive user experiences with EcoLink lighting products can also strengthen brand equity, while positive reviews, recommendations from friends, or consumer testimonials can increase trust and interest in making a purchase.

DISCUSSION

The data obtained will be analyzed by researchers according to the research results which refer to the problem formulation. The author's data is based on interviews with EcoLink lamp consumers, parents, young people, etc. In accordance with the problem formulation, in this presentation, the author classifies the price analysis of purchasing EcoLink lamps in Sidoarjo. EcoLink lamps have an affordable price range and can compete with other lighting products; EcoLink lamps also have efficient durability and have technology that is very capable compared to other products in general. The price of EcoLink lamps is very suitable for the average income of people in Sidoarjo who choose these lamps.

Value perception: some people who have used EcoLink lighting products consider the technology, guarantee, and durability of EcoLink lamps to be very good when choosing a home lighting brand and of course according to some people in Sidoarjo, EcoLink lamps have this technology and have a very affordable price which is extraordinary. Competitor pricing strategies. Of course, the price of EcoLink lamps is the same as lamps in general, EcoLink lamps also provide various choices of lamps and lamp wattage, and of course

buyers also get a 1 year guarantee for each purchase. With affordable prices and a wide choice of lamps, EcoLink can compete with lamps in general.

Discounts and promotions. With monthly discounts and promotions, this program has succeeded in attracting the attention of other consumers, both those who have tried and experienced the quality of EcoLink lamps, and those who have not tried and are interested in EcoLink lamp products. Price elasticity. So far, some residents in Sidoarjo who have tried EcoLink lighting products say that the high price increase does not really make consumers switch to other lighting products, because consumers who have experienced the quality and effectiveness of EcoLink lamps are very good and have not switched to the product. light. Pricing strategy. Of course EcoLink lamps are premium product lamps with competitive prices, and of course EcoLink lamps are premium products that can compete with other premium lamps. With appropriate and competitive pricing, EcoLink lamps are no less good than premium lamps in general.

Brand equity analysis of purchasing EcoLink lamps in Sidoarjo. Brand equity factors, which include consumer perceptions of the brand and related values, greatly influence the purchase of EcoLink lamps in Sidoarjo. EcoLink lighting brands that have positive equity can build consumer trust and brand recognition. Of course, most residents in Sidoarjo know about EcoLink lighting products because the quality and durability of EcoLink lamps makes most residents in Sidoarjo want to know about the product. With high brand recognition and discounts as well as good promotions, EcoLink lamps can be easily recognized by residents in Sidoarjo. Perception of quality. Residents in Sidoarjo consider that the quality of EcoLink lamp products is very good, with good technology and high quality, both residents. whether you have tried it or not, it will make people enthusiastic and interested in repeat purchases or those who want to try EcoLink lighting products.

Brand loyalty. Of course, Sidoarjo residents who have tried and felt the quality of their own EcoLink lamps will return to buy again because consumers who have tried or felt the quality of EcoLink lamps are very, very afraid to switch to other lamp products because they are afraid of the quality and durability of other lamps which is not like EcoLink lights. Brand impression and image. Most Sidoarjo residents who have experienced and tried EcoLink lamps know that the product is environmentally friendly, modern, and high-quality. Analysis of purchase intentions towards purchasing EcoLink lamps in Sidoarjo. Consumers whose purchase intention is to save energy and electricity costs are attracted to EcoLink lamps because this product is known for its high energy efficiency and good lighting quality. Quality and environmentally friendly lamps at an affordable price range. EcoLink products are designed and manufactured for consumers looking for quality LED lighting solutions that are reliable and long-lasting at a more affordable price point. The EcoLink design is adapted to residential conditions and electrical systems in Indonesia to produce stable, even and environmentally friendly lighting. EcoLink lamps are designed with good technology, prioritizing LEDs, it is known that the energy from LED lamps can save costs for users, as well as EcoLink lamps which are equipped with LED technology, which usually saves energy and is environmentally friendly. EcoLink has met the needs of consumers who have tried and know the quality of this EcoLink lighting product.

Product quality. Consumer perceptions of the quality of EcoLink lighting products. Consumers often judge product quality based on its performance and reliability. EcoLink lamps provide good, long-lasting lighting, improving the perception of quality. Consumers tend to associate technological innovation with product quality. EcoLink lamps have advanced features or the latest technology, which can increase the perception of their quality. The visual design and aesthetics of the product also play a role in the perception of quality. EcoLink lamps have an attractive design and suit consumer preferences, this increases the value of the product in their view. Consumers are interested in technological innovations that improve energy efficiency. EcoLink lamps, which are known as environmentally friendly and energy-efficient products, attract the attention of consumers who care about sustainability. Innovations in EcoLink lamp designs, such as

compact, modern or environmentally friendly designs, can attract consumers who prioritize aesthetics and product appearance.

Brand Awareness. Consumers who are familiar with the EcoLink brand and have positive experiences tend to be more loyal to the brand. Brand loyalty can positively impact purchase intentions because consumers are more likely to choose EcoLink products than other brands. Consumers tend to be more interested in buying products from brands they already know. EcoLink brand awareness can create familiarity among consumers, making them more likely to consider EcoLink products when purchasing. Recommendations from friends, family, or online reviews increase consumer confidence in EcoLink Lamp products. Consumers in Sidoarjo tend to trust the experiences of other people who may have similar needs and preferences. Consumer reviews and recommendations provide additional information about EcoLink Lamp product performance and features, helping consumers better understand EcoLink lamps before purchasing.

CONCLUSION

Price analysis shows that EcoLink lamps are affordable and competitive, with efficient durability and advanced technology. Consumers consider the value of EcoLink lamps high, with good technology, warranty and durability. EcoLink's pricing strategy includes affordable prices, diverse choices, and a 1 year guarantee. Discounts and promotions have succeeded in attracting consumers' attention. Residents in Sidoarjo show brand loyalty and recognize EcoLink as a premium product with positive brand equity. The quality and environmentally friendly nature of EcoLink lamps has created a positive brand image and high brand recognition in Sidoarjo. Consumers are attracted to EcoLink lamps because of their energy efficiency and environmentally friendly design, which is adapted to living conditions and the electricity system in Indonesia.

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