FROM EXPERIENCE TO INFLUENCE: POSITIVE CONTRIBUTION OF ELECTRONIC WORD-OF-MOUTH (EWOM) TOWARDS DERMAGS PRODUCT

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ABSTRACT. Purpose: The purpose of this paper is to better understand the critical components of mobile viral marketing strategies. A conceptual model is proposed and empirically tested the grounded theory of social conditions, attitudinal conditions, personal conditions, consumption conditions and resource-based conditions influence consumers' intention involve in eWOM via social media. **Methodology:** A questionnaire survey was administered to 150 DERMAGs consumers. Regression analysis was used to analyze the data and test the hypotheses that alliance intention to viral and the grounded theory attributes. **Findings:** The postulated relationships were found supported by the data. The research found that personal conditions, consumption-based condition and resource-based conditions were positively influenced customers to share experience after consuming to others. **Practical Implication**: This research presents a conceptually yet empirically supported framework to describe the relationship between three factors of grounded theory and sharing intention. The study is particularly useful for beauty companies to further their effort on brand awareness and increase the advertisement and promotion in order to alleviate the product recognition. **Social Implication:** This paper gives valuable reference to marketers of the beauty companies to engage in social media, increase the promotional strategies, focuses on the customer relationship and strengthen customers confident on the product by educating them.

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Introduction

As we can see, nowadays social media like Twitter and Facebook, WhatsApp, YouTube, Instagram and Blogs had affect massive changes along with internet popularity and rapid dissemination of word-of.mouth (WOM). Hence, according to Mitchell and Page (2014), the fact that online news dispersion and using are recently consist of social media. In addition, this is it is to be said that one of the effective marketing tools to swiftly transfer information is electronic word-of-mouth (eWOM) as when the average consumer only need a single click on share button provided on sites such as, retweet, repost in Facebook and Twitter. The message usually is giving high experiences and effects to the other consumer as it is provided in direct experiences Park *et al.,* (2007).

Moreover, Wu (2013) stated that it would bring a superior opportunity when an experienced customer provides a good review and comment on online sites. Therefore, this style of communicating is highly valued to customers and it is often considered one of the most reliable sources of information. Bickart and Schindler (2001) claimed that generated information by marketer such as advertisement is considering as less effective compare to sources of information coming from WOM or eWOM that usually have better credibility because it was a reviews based on personal experiences. Moreover, in this context, as the consumer themselves are willingly to share their experiences so it become an influences to others in decision making process is the most crucial information sources. According to Litvin, Goldsmith and Pan (2008), the

shared information would give some interpersonal influences and it might consider as a positive contributions of electronic word-of-mouth (eWOM) to the specific product.

Literature Review

The one that enable sharing is the framework of communities' participation, it is not only the web features because it is consist of technical implementations (Jenkins, 2009). As the web is enabling and allowing people exchange and create content even though social media and social networking have some similarities as it functions is the medium platform to people interact with each other online. Hartborn (2010) identified that there are still some of contrastive that can be seen as social media more to sharing of information with numerous numbers of people where there would have same opportunity to build relationship due to same interest.

As one of the proven effective tools in marketing industry, social media is enabling a person to communicate with multiple even hundreds or thousands of other people. Therefore, many companies have been using this platform in order to market their product and services worldwide Pura such as the YouTube providing more to attractive video, Facebook promoting with good copywriting and Twitter (Pura, 2013). Sometimes, this platform is even giving advantages to companies to reach even millions of views in small amount of time, indirectly its making the companies become well-known. Furthermore, consumer also getting a better information and understanding when this platform assisting in describing the product. In previous study, Blackshaw and Nazzaro (2004) stated that this form of media assists in describing which creating and initiated with intention to educate consumer on certain product or issues.

Henning-Thurau *et al.*, (2004) stated, eWOM as the communication that consist of positive and negative statement about certain product, services or issues made by customer themselves through internet. There are a few explanations according to Kurucz, (2008), one is any type of marketing that broadcast by encouraging people to voluntarily forward the messages as it is relatively new concept. Typically, this is a new concept of electronic word-of-mouth for commercial function in

concurrence with the growth of internet within this century. Moreover, if it were used properly in a way, there would be a massive effect as marketing tool for companies' communication according to Dufour (2011). The fact that the convenience of internet is making user feel comfortable to expand their opinions and it is by the way low cost with swift delivery. Hence, people nowadays positively tend to used social media as it is the fastest platform to connect to the social communities. The convenience of internet make user comfortable to spread their opinions and it is lower cost with fast delivery. According to Kurucz 2008), there are a few explanations of viral marketing as if is relatively new concept. One of the definitions is any type of marketing that broadcast itself by encouraging people to voluntarily pass the messages. Hence, people nowadays positively tend to used social media as it is the fastest platform to connect to the social communities. Facebook, Instagram, Twitter, YouTube, WhatsApp and Blog are among the social media used nowadays as platform of people interact with other, sharing thought, photos and their activity feeds, Palmer & Koenig-Lewis (2009).

Factors of Sharing Intention

Around 3.5 billion e-mail messages across the internet daily according to Hamm *et al.*, (1999). Thus, other than using social network as their platform to share people are still engaging through email. Hence, as consumer take internet as a one of the major communication tool and platform to get information, they become considerate into what kind of benefit would be given to their social communities with this action. As stated, social conditions can be defined as the determinants of one's intentions into sharing information to public but still considering who is the recipients and their anticipated response to the recommendation in future.

Audience's interest and motivation to use the content would be attracting when a persuasive, interesting messages were attached to them so then, they will pass it on to others. Haghirian *et al.*, (2005) claimed that consumer only interested in receiving the messages which are relevant and related to them. Muzaffar and Kamran (2011) stated that quality of the given information needs to be more focused before it was delivered to the consumer. This because the fact that beliefs, feelings and intentions are not prevented distinctions between them that may interact in a different way in determining behaviour. Quality became the

motivations for consumer that encourage their attitude and action tendencies to share a messages as the favourable information which is convenience and enjoyable.

Then, personal conditions are defined as personal context of the communicator like market consumer expertise and generosity of consumer that influence their intention to share information in social media. The phenomenon of electronic word-of-mouth (eWOM) which are using a different profile that designed to identify possible individual that may influence people to buy the product and services. Hence, Rodriguez *et al.*, (2014) stated that presented substantial review of the interactive marketing literature specific to personal selling and sales management, offering a range of possible opportunities, such as technological platforms, sequence message and communication various platforms including mobile synchronization.

Consumptions-based conditions consist of customer satisfaction and communication involvement in consumer sharing intention as according to Oliver (1997), satisfaction of customer defined as a pleasurable level, related to their consumption. Customer must first feel satisfied with the consumption of product, only then they will proceed to speak out their word as recommendations. As a critical role in WOM (word-of-mouth) behavior, satisfaction act to affects their motivations to give comment. The positive the WOM (word-of-mouth) also may be the reason of increasing in consumer's expectation and it will cause higher in customer satisfaction which it derives to higher intention to share among them. Moreover, some are considering WOM as an explanatory variable, including how WOM affects the expectations of customers Zeithaml *et al.*, (1985) and Chen *et al.*, (2012). Next, the resource-based conditions which involved the credibility of a resources and it becomes the determinant of consumer's intention to share the content. Previous research specified, that realizing an advertisement credibility are the first produce that were tested and were founded to influence the consumer's attitudes towards the advertising (MacKenzie and Lutz, 1989). As Brackett and Carr (2001) said that reliability and credibility of the sources was confirmed to be the overall valuable value toward marketing. Moreover, consumer consideration towards the content is consider as their expression of expectation regarding the quality of a product or services will produce.

Overall, this study was conducted based on some previous related studies to meet the research objectives and result with relevant hypothesis. As Mind Comet (2006) stated that success of information sharing is contingent on consumer's active participation towards other themselves. Based on literature review, this study is proposing that social condition, attitudinal condition, personal condition, consumption-based condition and resource-based condition are the factors that could influence consumers. The framework is illustrated in the Figure 1.
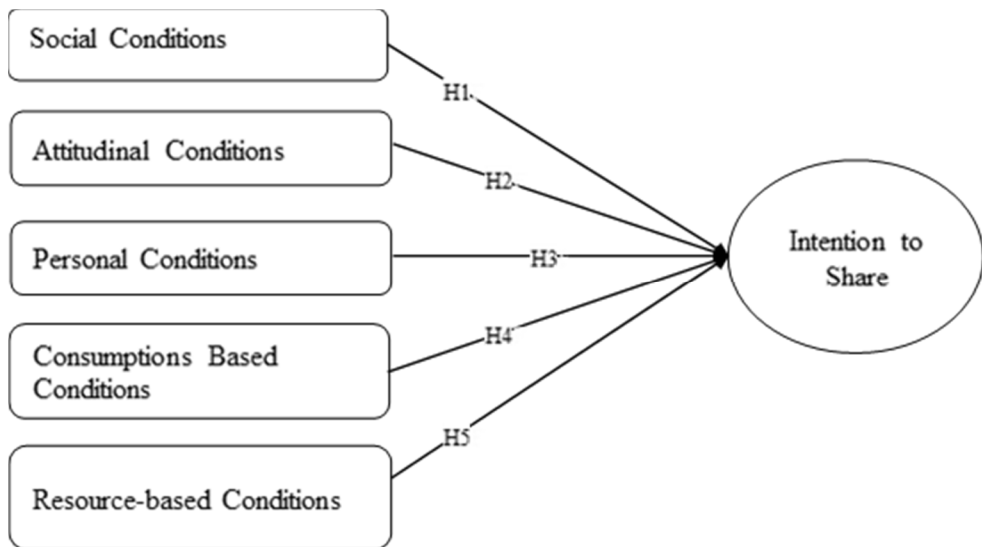

Figure 1: Conceptual Framework and Hypothesis

Source: Authors' compilation

Methodology

Convenience sampling technique has been used for this study. The survey was conducted using online form via Google form. The population of this research is determined to be Dermags beauty product consumers which who have an experience consuming the products. Hence, even

though the products are originated from Johor Bahru, some of the consumers comes from a few other places. Thus, this make the total populations is considered as unknown.

This is quantitative design study and descriptive by approach using a survey questionnaire and the primary data were obtained from information provided by respondents in the questionnaire. Questionnaire for this study will be answered by beauty product (Dermags) consumers and they were given a link of online questionnaire through several social networking sites as well as the printed version. A total of 150 sample size of the students was chosen according to Tabachnick and Fidell (2007), the questionnaire designed for this study was close-ended questionnaire with two kinds of variables which is independent variables and dependent variables. The first section consists of respondent profiles and used 5-PPoint Likert Scale evaluation: *1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree* for the second section. Overall, the data investigated in this study were analyzed by using Statistical Package for Social Science (SPSS) version 18.0.

Findings

This section discusses the result of the analysis from the collected data in online form. The analysis is using Statistical Package for Social Science Software (SPSS) and were analyzed descriptively on respondent profiles of the respondents such as age, gender, income and education level. Moreover, researcher also discusses on the frequency of going online, type of frequent used social media among consumers.

Table 1: Respondent Profiles

Demographic	Groups	Frequency	Percentage (%)
Gender	Female	135	90
Age	22 - 32 years old	57	38
Education Level	Bachelor Degree	70	46.7
Monthly Income	RM2001 - RM3000	58	38.7
Online Average	More than once a day	81	54

Source: Authors' compilation

As illustrated in Table 1, respondent sexual categories are dominated by female which represented 90% of the respondent and most of the respondent dominated by the group of 22 - 32 years old with 38%. A big group of the respondent were from bachelor degree of education level with 46.7%. As for the respondent monthly income, most of the respondent came with RM2001 - RM3000 cumulative income range by 38.7%. As for the online period average, respondent was categorized at more than once a day with dominant percentage of 54%.

Table 2: Result of Frequent Social Media Used

Social Media used	Frequency	Percentage	Frequency	Percentage
	Yes		No	
WhatsApp	126	90%	24	10%
Instagram	94	62.7%	56	32.7%
Twitter	45	30%	105	70%
Facebook	138	76.7%	12	23.3%
YouTube	35	23.3%	115	76.7%
Blog	48	32%	102	68%

Source: Authors' compilation

Table 2 illustrates the frequent social media used by respondent towards their sharing intention. Most of the respondent saying Yes to WhatsApp with the highest percentage score 90% compare to Facebook 76%, Instagram 62.7%, Blog 32%, Twitter 30% and only 23.3% choose YouTube. Researcher understood that, most of the consumer choose WhatsApp might be because of Dermags as a product that are not really known to and they prefer to share to experience only with their close related contact first, then they may use other social network sites.

Reliability and Validity Analysis

According to Toke *et al.*, (2012). Reliability analysis were interpreted as to which step to extent the survey form or questionnaire presented the similar result in a frequent time. Hence, this section shows the reliability analysis conducted on three independent variables which were social condition, attitudinal condition, personal condition, consumption-

based condition and resource-based condition relationship. Moreover, also taken into account is the dependent variable such as consumer's intention to share positive electronic word-of-mouth (eWOM) in social media. As Julie Pallant (2007) stated that, a good indicator for reliability is based on the value of Cronbach's alpha when it is more than 0.6 it is considered acceptable and value above 0.8 is preferable. Toke *et al.*, (2012), reliability is used to interpret as to which extent the questionnaire constructed have the similar result in a frequent time. The value for all independent variables was 0.900, 0.907, 0.920, 0.879 and 0.922 respectively, while dependent variables were 0.935. This suggests that the variables are acceptable and reliable in this study.

The KMO dimensions result for this study is 0.946, which is higher than recommended minimum value 0.6 Kaiser (1974) and Bartlett's Test of Sphericity Bartlett (1954) where it is significant at .000, supporting the factorability of the correlation matrix. All items that were utilized as part of the value exceed the indicator suggested by Kaiser (1974) which is 0.6 or greater & Bartlett's (1954) p<.05. Hence, indicates that the data from questionnaires are valid and acceptable to perform further analysis.

Table 3: Reliability and Validity Analysis

Variables	No of item	Items Deleted	Reliability Analysis Cronbach's α	Validity Analysis KMO and Bartlett's Test
Social Condition	5	-	0.900	
Attitudinal Condition	5	-	0.907	
Personal Condition	5	-	0.920	
Consumption-based Condition	5	-	0.879	KMO = .946 Sig. = .000
Resource-based Condition	5	-	0.922	
Intention to share	5	-	0.935	

 **KMO value: 0.6 and above Kaiser (1974) & Bartlett (1954)
 **Reliable value: 0.6 and above Julie Pallant (2007)
Source: Authors' compilation

Multicollinearity Analysis

Multicollinearity defined a situation where number of independent variables in multiple regression model are closely related to one another Investopedia (2016). The standard tolerance value must less than 0.1 and variance inflation factors (VIF) below than 10 to have no problem with the variables according to Brenson, Levine, Krehbiel & Stephen (2012). Table 4 show that there is no multicollinearity issue arise in this research because all the variable tolerance value and VIF value is in between the standard value.

Table 4: Multicollinearity Analysis

Variables	Collinearity Statistics	
	Tolerance	**VIF**
Social Condition	.414	2.413
Attitudinal Condition	.387	2.581
Personal Condition	.249	4.020
Consumption-based Condition	.211	4.745
Resource-based Condition	.322	3.108

Source: Authors' compilation

Objective Achievement

The objective of conducting Regression Analysis is to measure the relationship between one dependent variable and several independent variables (Pearson's, 1908). Furthermore, the best predictor among independent variables also can be seen using regression analysis, which the study can conclude what factors that led consumer intention to share information (electronic word-of-mouth) in social media. Therefore, Multiple Regression is used to investigate the objective and hypothesis in this study. The two variables investigated in this study were Independent Variables which consisted of social condition, attitudinal condition, personal condition, consumption-based condition and resource-based condition relationship and Dependent variables consumer's intention to share positive electronic word-of-mouth (eWOM) in social media.

As according to Malhotra & Peterson (2006), to determine the relationship between the independent factors with a single dependent factor, regression must be used. Significant value of the overall regression equation as well as specific partial regression coefficients must lower than 0.05, to tell that their positive relationship it is supported. Other than that, the analysis also had looked into the beta coefficient value and the largest value was the most influential variable for this group according to Julie Pallant (2007).

As shown in Table 5, the result of adjusted R_2 for this model is 0.789 which mean 78.9% of the variance had been significantly explained by the independent variable. Furthermore, from the analysis result, there are three variables that founded to be statistically significant which the highest is resource-based conditions ($\beta = 0.449$, $p < 0.05$), second is ($\beta = 0.332$, $p < 0.05$), and last is consumption-based conditions ($\beta = 0.175$, $p < 0.05$). The result shows a positive relationship when p-values was less than 0.05. However, social conditions and attitudinal conditions demonstrates no significant positive relationship with sharing intention where ($p > 0.05$). The hypotheses supported from the result of analysis are as follow.

Table 5: Multiple Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Adjusted R_2
	B	Std. Error	Beta			
(Constant)	.054	.161		.336	.738	
Social Condition	.029	.064	.035	.615	.539	.789
Attitudinal Condition	.031	.064	.037	.634	.527	(78.9%)
Personal Condition	.358	.078	.332	4.595	.000	
Consumption-based Condition	.195	.087	.175	2.234	.027	
Resource-based Condition	.469	.068	.449	6.891	.000	

Dependent: Intention to share
**Significant value: $p < 0.05$ Malhotra & Peterson (2006)
Source: Authors' compilation

Objectives 1: To examine relationship between social conditions and consumer intention to share experiences on social media after consuming Dermags beauty product.

As shown in Table 5, shows that social conditions have negative results which the relationship with consumers sharing intention in social media which means there is no positive significant relationship. This is actually backup by H1, where there is no relationship between social conditions with consumer intention to share experiences on social media as it is not supported by the significant value from the analysis result. It can be proving by the result shows that p-value is 0.539 which is p>0.05 and β = 0.035, where it is not acceptable. Therefore, can be concluded that consumers were not influence by social conditions on having intention to share their experiences after consuming Dermags product into social media. This result is inconsistent with Chen *et al.*, (2011) stated that with the rise in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users. However, even though it sounded like it would influence consumers. This may because the product has low brand awareness, so consumer would think twice if there are going to share about Dermags product. Even though they are experiencing the product itself, consumers still considering what would the sharing effect their social engagement with other social communities. As been stated by Keller (2003), claims that brand awareness consists of recognition and recall and that brand awareness in its turn is a part of a brand knowledge, it is important to know where most of the consumer decisions are made.

H1: There is no relationship between social conditions and consumer intention to share experiences on social media.

Objectives 2: To examine relationship between attitudinal conditions and consumer intention to share experiences on social media after consuming Dermags beauty product.

Result shows that attitudinal conditions have negative results which the relationship with consumers sharing intention in social media which means there is no positive significant relationship. This is actually backup by H2, where there is no relationship between attitudinal conditions

with consumer intention to share experiences on social media as it is not supported by the significant value from the analysis result. It can be prove by the result shows that p-value is 0.527 which is p>0.05 and β = 0.037, where it is not acceptable. Therefore, can be conclude that consumers were not influence by attitudinal conditions on having intention to share their experiences after consuming Dermags product into social media. This result is inconsistent with Weidemenn (2007), attitude consist of concept of reward as extrinsic motivation that is based on tangible or intangible compensation, praise or sign of appreciation of the recommendation. However, in this study the result shows that consumer is not influence by attitudinal conditions as factor that could motivate them to perform experiences sharing in social media. This may because of Dermags engagement with their product consumer is low especially in social media, there are not offering reward and appreciation as per their participation in sharing the experiences after using the product. Meanwhile this would be a good investment because this will encourage them to give positive contribution to electronic word-of-mouth (eWOM) which travel rapidly todays.

H2: There is a no relationship between attitudinal conditions and consumer intention to share experiences on social media.

Objectives 3: To examine relationship between personal conditions and consumer intention to share experiences on social media after consuming Dermags beauty product.

The result for the relationship between personal conditions with consumer sharing intention is positively supported. This is actually backup by H3, where there is a relationship between personal conditions with consumer intention to share experiences on social media as it is supported by the significant value from the analysis result. It can be prove by the result shows that p-value is 0.000 which is p<0.05 and β = 0.332, where it is acceptable. Therefore, consumers were influence by personal condition on having intention to share their experiences after consuming Dermags product into social media. As per result, this is consistent with Hennig-Thurau (2004), stated that a group referred as true altruist, as they appear to be both strongly motivated by helping other consumers and companies. Therefore, in this study, it is true there is relationship between personal

conditions and consumer intention to share their experiences after consuming Dermags product. This might because, majority of the consumer are women within age of 22 – 32 years old with good education level and income, it seems that this consumer are people who are matured and honest because they are not likely to have appreciation or reward to give good recommendations in sharing to others. They are generous consumer that have the intention to sharing their experiences as contribution to positive eWOM to Dermags. Their generosity are consider as their intention to benefits others as remark of internal value regardless of any motivational reinforcement Feick *et al.*, (1995).

H3: There is a relationship between personal conditions and consumer intention to share experiences on social media.

Objectives 4: To examine relationship between consumption-based conditions and consumer intention to share experiences on social media after consuming Dermags beauty product.

The objective 4 in this study is accepted which mean there is relationship between consumption-based conditions with consumers intention to share their experiences on social media. This is actually backup by H4, where there is a relationship between consumption-based conditions with consumer intention to share experiences on social media as it is supported by the significant value from the analysis result. It can be prove by the result shows that p-value is 0.027 which is p<0.05 and β = 0.175, where it is acceptable. Therefore, consumers were influence by consumption-based condition on having intention to share their experiences after consuming Dermags product into social media. Consumption-based conditions consist of satisfaction, involvement and communicator. This is consistent with Oliver (1989) & Chen *et al.*, (2008) stated that customer satisfaction plays a critical roles in studies of WOM behavior as it affects individual motivations to recommend product or services. Therefore, it can be concluded in this study that there is a relationship between consumption-based conditions and consumer intention to share, which it will contribute to positive electronic word-of-mouth (eWOM) of Dermags beauty product on social media. This may because as this product is a bit pricey compare to other product and the consumer expectation is high as well as their satisfaction.

H4: There is a relationship between consumption-based conditions and consumer intention to share experiences on social media.

Objective 5: To examine relationship between resource-based conditions and consumer intention to share experiences on social media after consuming Dermags beauty product.

As shown in Table 5, resource-based conditions have positive results which the relationship with consumers sharing intention in social media, where it means there is a significant relationship. This is actually backup by H5, where there is a relationship between resource-based conditions with consumer intention to share experiences on social media as it is supported by the significant value from the analysis result. It can be prove by the result shows that p-value is 0.000 which is p<0.05, where it is acceptable. Therefore, consumers were influence by resource-based condition on having intention to share their experiences after consuming Dermags product into social media. Hence, this is consistent with Palka *et al*., (2009), claimed that consumer are considering the content as their expression of expectation regarding the quality of a product or services will produced. Moreover, can be conclude that consumer will involve the resource credibility as a determinant of consumer's intention to share the content. They take consideration about the content and specific feature as their motivations to share.

H5: There is a relationship between resource-based conditions and consumer intention to share experiences on social media.

Objective 6: To identify the most influential factor influences consumer sharing intention into social media

Based on the Regression analysis result in Table 5, Furthermore, it can be proved that resource-based conditions is the most influential among three significant factors as the highest beta value, β = 0.449 and significant value of 0.000. This show more than half 78.9% of consumers were influenced on resource-based conditions towards their contribution of positive electronic word-of-mouth in social media platform. It can be conclude, as for Dermags, because it is a product from research based from

UTM, it seems that why consumer trust Dermags deliver good quality, this explain why resource-based condition resulted as the highest predictor and positively related to consumers intention to share their experiences in social media.

Conclusion

In a nutshell, the primary questions of this research is to identify is there any relationship between sharing intention toward social condition, attitudinal condition, personal conditions, consumption-based condition and resource-based condition. Based on the statistical findings, it was found that personal conditions, consumption-based condition and resource-based condition show positive relationship with intention to share experiences after consuming Dermag beauty product. Meanwhile, two of the factors which social condition and attitudinal condition show no relationship with sharing intention. Hence, not all of the questions were positively result, it shows that the product should imply further on brand awareness and increase advertisement, promotion in order to give product recognition.

Managerial Implications

Throughout this study, there are several important implications that can be improved by the company. The result reveal that personal conditions, consumption-based condition and resource-based condition are the criteria that effects sharing intention among consumers. In Dermags context, they are offering product with a bit premium price with high quality, they should pay attention the relationship with the customer who become their product consumer in order to enhance them to contingently would engage into the contribution of positive electronic word-of-mouth (eWOM) in social media. Consequentially this would be good move to enhance internet marketing for the product in the same time. Therefore, it is an undeniable fact that by knowing the consumers' attitude towards viral marketing, marketers can enhance their knowledge and sharing intention while practicing this marketing in their industry. In developing new products or new market, Dermags should increase their promotion on the brand in order to receive the best result that would

impact consumer intention to share more about the product to their social communities. Because customer that maintain consuming the product although the product is quite expensive, they would be a loyal customer because they satisfied with the product.

Based on the finding and conclusion of the study, the following are the other several recommendations to be considered:

1. Dermags need to consider their social media engagement with consumer because consumer likely to have interests with business that possessed active social media engagement to increase consumer sharing intentions and participations.

2. Developer should increase marketing strategies like offering reward or conducting contest for consumer to enhance their attitude response which would led to positive electronic word-of mouth into Dermags.

3. Increase promotion, focused on customer relationship and increase brand awareness to nationwide.

4. Dermags could establish program to strengthen confident level by using the right beauty product to consumer or agent because this could increase their knowledge about Dermags product.

Recommendation and Future Work

There is some recommendation for future research that can be highlighted. In order to provide the impetus for future research to examining further the independent variables which is resource-based conditions would affect the most to the sharing intention after consuming for Dermags product. However, the other variables also should be notable especially the other two significant variables. Moreover, due to the limitation of time, only 150 sets of questionnaires were able to be collected. Therefore, for future studies, it is recommended to increase the sample size which is number of respondents in order to collect a more accurate and credible data. This will consequently increase the credibility of the research. The sample also can be categorized into specific age group, so that the opinions can be seen among all the age groups. In addition, the respondents' race is recommended to be added into the study. Furthermore, in next research, researcher may use other independent variables than the existing variables in this study such as perceived informativeness, ease-of-use, incentive and trustworthy.

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