

No-Brand Quality Goods: A Study on Purchase Intention of Consumer Behavior in Furniture Retail Industry

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ABSTRACT

With the continuous diversification of product types and styles in the market, MUJI, as an established company in the furniture retail industry, has always had a place in the home furnishing retail industry. This study aims to investigate Chinese and Malaysian consumers' purchase intentions towards MUJI products, focusing on five key factors: (1) wide product range, (2) perceived product quality, (3) perceived product price, (4) design style, and (5) brand awareness. To achieve this objective, a quantitative analysis approach was adopted, employing five hypotheses derived from the research objectives. The questionnaire design was structured based on the Richter scale, and data analysis was conducted using SPSS version 23. Through analysis, it was found that perceived product quality and design style have a significant positive impact on purchase intention. Meanwhile, wide range of products, perceived product price, and brand awareness did not demonstrate notable impacts on purchase intent. This research can provide some new references in investigating the purchase intention of consumers in the furniture market. It can also provide some reference opinions for companies in this industry.

Keywords: Brand Awareness; Design Style; Perceived Product Price; Perceived Product Quality; Purchase Intention

INTRODUCTION

MUJI Background

MUJI is a Japanese company specializing in apparel, household goods, furniture and food related companies. In the early days of MUJI, the product range of MUJI was very small. Until the continuous development later, the product range of MUJI continued to expand, and the product range gradually covered all aspects of life. The main business also includes Café MUJI, Meal MUJI, MUJI Campsite, flower shop and home furnishing; The company has also engaged in construction projects such as MUJI. Only the part about MUJI retail is discussed in this article. At the same time, the sales scope of MUJI is not limited to Japan. As of November 2019, MUJI has 505 international retail stores in Asia, Europe, America and Australia. MUJI offers an extensive selection of consumer goods spanning home items, apparel, and food products.

They design their stores with a minimalist, organic ambiance, incorporating abundant use of wood, stone, and other natural materials in their displays and furnishings (Bruckberger et al., 2023). Regarding MUJI's design, critics describe MUJI's design style as secular, "simple", "minimalist", and "Bauhaus style". Simplicity and environmental protection are the essence of MUJI's design. In recent years, MUJI has also continued to explore some products based on the local characteristics of the store. MUJI's pricing still reflects a "simple" style, producing high-quality products at "lower-than-usual" retail prices, in line with MUJI's original marketing slogan, "Low prices for a reason" (Qi, 2014).

MUJI's brand concepts are distinctive, embracing elements such as the absence of a brand logo, minimalist design, and a focus on functionality over desire. To embody these principles, MUJI employs a distinct approach to product development centered around three key principles: careful material selection, process optimization, and minimalistic packaging. This unique blend of concepts and innovative development methods results in streamlined processes. The simplicity of MUJI's designs is adaptable across various cultural contexts, leading to widespread acceptance of these principles in diverse nations (Masuda, 2019).

Chinese Market

In China, with the rapid growth in economy, people's purchasing power has increased rapidly, and people have higher and higher requirements for the quality of consumer goods, and the market for high-quality consumer goods is rapidly expanding. During the three periods, when MUJI entered the Chinese market in the budding period, it was positioned as a high-end product and its product design style was simple and unique. When it first entered the Chinese market, it did not expand its stores a lot, and the product variety was small. At this time, MUJI sold sales. In the growth stage, MUJI began to improve product quality, increase product varieties, specifications and packaging to meet the needs of consumers in the current period. At the mature stage, MUJI has been well known to the public and has more loyal consumers.

Starting from 2015, MUJI has experienced a gradual decline in total sales, particularly in China. This decline can be attributed to the emergence of numerous localized retail companies and successful online marketing strategies in the region. As a result, MUJI faces intense competition, especially in the fashion and fast-moving consumer goods sectors. Since 2016, MUJI's comparable sales growth in China has been steadily decreasing.

Malay Market

The success of Muji's sales in Malaysia is first and foremost based on a favorable political and stable environment (Peng, 2015). Malaysia's entire consumer ideology leans towards pragmatism and quality awareness, and its tagline, low prices for a reason, resonates with Malaysians, whose buying habits are driven by a strong sense of practicality. Muji's brand promise of paying only for quality, not packaging, is popular in this market.

Research Objective and Significance

The primary objective of this study is to examine the purchase intentions of Chinese and Malaysian consumers towards MUJI products. Specifically, the research aims to investigate the influence of five factors, namely the wide range of products, perceived product quality, perceived product price, design style, and brand awareness, on consumers' intentions to purchase MUJI products.

Understanding consumers' purchase intentions towards MUJI products is crucial for both the company and the broader retail industry. By identifying the factors that influence consumers' decision-making processes, this study can provide valuable insights for MUJI in tailoring its marketing strategies and product offerings to better meet the preferences and expectations of Chinese and Malaysian consumers. Additionally, the findings of this research can contribute to the academic literature on consumer behavior and retail marketing by offering empirical evidence on the determinants of purchase intentions in the context of a renowned global brand like MUJI. Ultimately, the insights gained from this study can inform practitioners and researchers alike in enhancing their understanding of consumer preferences and behavior in diverse cultural contexts.

LITERATURE REVIEW

Business competitions between companies are becoming increasingly fierce in the current era of globalization, both in terms of the level of competition and the marketing strategies employed. In order to compete, they must determine the best strategy. It leads to each company attempting to increase market share and attract new customers in order to generate high purchasing decisions from the company's products. The economic development in the business world today generates a large number of new companies from various sectors, particularly industries, one of which is triggered by the large market share that the company can achieve. It benefits the public because consumers have a wide range of options to choose from when it comes to alternative products and services, as evidenced by the large number of brands, products, and services available in the market, as well as competitive prices. The furniture industry is one of the fastest growing industries right now.

The furniture industry transforms semi-finished or raw materials such as wood, rattan, and other natural materials into finished products known as furniture with increased utility, benefits, and added value. Furniture, also known as carpentry, is a piece of equipment or house interiors that is used for daily life, such as tables, chairs, and cabinets, and is made by wood craftsmen. In the literature, there are several empirical studies on furniture attributes that are important to consumers when making a purchase decision.

Wide Range of Product

Every day, shoppers make a variety of purchases. At one end of the spectrum, some of these decisions are made quickly and without much thought, particularly when purchasing low-cost, frequently purchased goods. On the other hand, consumers

typically go through a lengthy decision-making process in which they spend a significant amount of time and effort gathering information about the product, evaluating alternatives, and finally deciding which of the more expensive and less frequently purchased products to purchase (Mowen & Minor, 2000).

When confronted with a large number of options, the consumer may find it difficult to make a decision. Consumers typically compare options based on a variety of factors such as price, brand name, country of origin, quality, and design. These factors play a crucial role in shaping consumers' perceptions and preferences. For instance, price serves as a significant determinant, with consumers assessing whether a product's cost aligns with their perceived value. Brand reputation also influences decision-making, as consumers may lean towards brands they trust or perceive to offer superior quality. Similarly, factors like country of origin and design contribute to consumers' perceptions of product authenticity and aesthetic appeal, respectively. These characteristics, which have varying levels of importance in the minds of consumers (Wickliffe & Pysarchik, 2001), serve as selection criteria in purchase decisions (Risius et al., 2019; Zheng et al., 2020). Consumers gain the information they need to make a final decision through this alternative evaluation. Consumers typically compare less frequently purchased goods such as furniture based on brand awareness, quality, price, style, and functionality (Armstrong & Kotler, 2017).

Purchase Intention

The concept of purchase intention arises during the pre-purchase phase, when individuals are considering buying a product (Harjanti in Imran et al., 2024). The breadth and depth of findings suggest that consumers' decision-making processes are extremely complex. Furthermore, the relationship between intention and behavior is still a contentious topic of discussion.

Several studies, including those conducted by Rausch & Kopplin (2021) and Joshi & Rahman (2015), have delved into the complex relationship between consumers' intentions and their actual purchasing behavior. Contrary to conventional assumptions, these research findings suggest that there isn't always a direct translation of intentions into tangible actions in the form of purchases. This discrepancy can be attributed to various factors influencing consumer decision-making processes. For instance, external factors such as unexpected circumstances or changes in market conditions can intervene and alter consumers' intentions at the moment of purchase. Moreover, internal factors like conflicting priorities or budget constraints may also hinder consumers from following through with their initial intentions. Additionally, individual differences in personality traits, past experiences, and socio-economic backgrounds further contribute to the unpredictability of consumer behavior. Hence, while purchase intentions serve as valuable indicators of consumers' predisposition towards a product or brand, their actual behavior remains dynamic and subject to a multitude of influences.

In contrast, the other researchers (Boon et al., 2020; Tsai, 2020; Sokolova & Kefi, 2020) argue that the stronger the intention, the more likely a consumer will purchase a particular product. According to these findings, when consumers exhibit strong purchase intentions towards a specific product or brand, they are more inclined to follow through with the actual purchase. This viewpoint underscores the significance of intention as a key determinant of consumer behavior, emphasizing its predictive power in forecasting purchasing actions. Researchers supporting this stance argue that strong intentions serve as strong indicators of consumer motivation and commitment, driving them towards fulfilling their desired outcome, which in this case, is making a purchase. They

suggest that when consumers have a clear and firm intention to purchase a particular product, they are more likely to overcome any obstacles or competing influences that may arise, ultimately leading to the desired transaction. When consumers exhibit a favorable purchase intention, it indicates a positive commitment, signifying their desire to establish a significant and enduring relationship with the industry. Consequently, there is a high likelihood of actual purchase behavior occurring (Moorman et al. in Tsai, 2020). This second viewpoint considers purchasing intention as one of the most important indicators for gauging consumers' reactions to products, particularly when new ones are being introduced. In this regard, a better understanding of consumers' purchasing intentions can be extremely beneficial for businesses in terms of improving their understanding of market demand and, as a result, influencing consumers' overall purchasing processes.

Perceived Product Price

Customers' perception of price determines whether it is perceived as high, low, or reasonable, directly impacts their purchase intentions and satisfaction levels (Poespa et al. in Arigata et al., 2022). Price point, for example, was found to play a role in the acceptance of character-marks in furniture (Bumgardner et al., 2007). The proposed price for a new furniture group is an important decision in the furniture product development process (Kurasova et al., 2021). Furniture companies are frequently divided into price segments (Potkány et al., 2019). Little research has been done on the effect of furniture price point on species preferences. According to Kotler and Armstrong (2008), the price of a product or service is the amount of money exchanged for it. In other words, price is the amount of value that consumers exchange in order to obtain a benefit from goods or services. Suitable market prices have the potential to stimulate consumers' interest in the buying process (Lubis et al., 2022). Consumers consider price because some of them consider the price to be the value of the product or service.

Perceived Product Quality

According to Kotler and Armstrong (2008), product quality refers to a product's ability to perform its functions. These capabilities include durability, reliability, produced accuracy, ease of operation and repair, and other important characteristics of the product in general. It means that the company must be able to demonstrate the uniqueness and superiority of its products through performance, features, reliability, suitability, perceived quality, and ability to serve, as high-quality products make marketing a product easier because high-quality products hold a special place in the hearts of consumers. Consumer awareness of a product can be raised in a variety of ways, including meeting customer needs, desires, and delivering products quickly. Because high-quality products cause customers to remember them, product marketing is simplified. Furthermore, in order to improve product quality, the company should calculate the selling price in accordance with the product quality while avoiding overcharging consumers. As a result, customers can get the products they want at the price they want.

Brand Awareness

Another important factor is that a company must increase its brand's popularity through advertisements or promotions so that consumers will recognize and remember it. In the competition to compete for and win the consumer market, brand image can also be a powerful magnet. A person's image of an object is defined as a set of beliefs, ideas, and impressions. According to Kotler and Keller (2010), brand image is the perception and belief held by customers, as reflected by the memories associated with the brand. Establishing impactful brand awareness is essential for gaining visibility and effectively competing in the current market landscape. Moreover, a strong brand presence can

foster repeat purchases, ultimately driving long-term revenue growth for a company (Mietra & Wibowo, 2022).

Product Design

Product design encompasses all the characteristics that can impact the visual appeal, flavor, and functionality of a product, tailored to meet the requirements and preferences of customers (Kotler & Keller in Paramita et al., 2021). Several studies in recent decades have highlighted the importance of design in influencing consumer behavior, particularly purchasing intention. Design elements that are in line with consumers' needs and expectations can, in fact, lead to extremely satisfying experiences, improving the positive relationship between a company's offering and the demand of its customers. Individuals' daily interactions with products, however, can lead to subjective perceptions of design attributes, resulting in a wide range of responses. Furthermore, several design dimensions relating to a product's functional, aesthetic, and symbolic features can influence consumers' attention and behaviors in various ways. As a result, the relationship between design and purchasing intention remains ambiguous, particularly in the case of furniture, where existing literature appears to be particularly scarce.

Hypotheses

Relationship between Wide Range of Products and Purchase Intention

It is good for consumers that a company develops a product that is broad enough. When consumers are faced with different choices due to insufficient funds, the lack of product breadth is likely to give up the products of this brand and leave a bad impression. Fewer choices means fewer customers. In reality, it is often not possible for individuals to identify and compare all available options because the amount of information is impossible either to obtain or to process. Consequently, there exist search costs in the form of limited cognitive and monetary resources. Having a wide range of products greatly reduces customers' search costs for other brands (Gauri et al., 2021). In this case, the influence of product range on customers' purchase intention is as follows.

H1: Wide range of products has a positive relationship with purchase intention

Relationship between Perceived Product Quality and Purchase Intention

The second way to attract customers is to attract consumers to buy through excellent product quality. In our daily life, we are more inclined to choose the latter for the easily damaged kettle and the thermos cup with outstanding heat preservation effect. Not only does it give us security to consume, but it's also a good that people want to consume for. A bad consumption experience or unguaranteed after-sales service will greatly reduce consumers' intention to buy three times. Conversely, if consumers use good quality goods, or get excellent after-sales protection. The brand is often the first thing that pops into their mind before their next purchase. According to this, the following hypothesis was proposed.

H2: Perceived product quality has a positive relationship with purchase intention.

Relationship between Perceived Product Price and Purchase Intention

A well-decorated furniture store with no obvious price tags can be a deterrent for consumers. A humble furniture store with obvious prices will make customers want to come. Entering the store, customers will soon be attracted by the exquisite furniture and have the intention to buy. They are less sensitive to price because of some impulse before purchase, and when the furniture is delivered to the consumer's home and installed, they often have an idea in their mind. They will analyze whether the price of the

furniture is reasonable, whether it is higher or lower than expected. If the expectations for the furniture are higher than expected, they will gladly pay and go back to the same store the next time they buy the furniture. According to this, the following hypothesis was proposed.

H3: Perceived product price has a positive relationship with purchase intention.

Relationship between Design Style and Purchase Intention

When consumer buys furniture, consider the price of furniture and quality not only. They are more concerned with the design concept of the furniture and the style it deserves. Different design styles also attract different consumer groups. For them, this is not just a random shopping trip, it also shows their different attitudes towards life and different aesthetics. If a furniture store with a messy design style sells furniture to consumers, consumers first need to determine whether they need this type of furniture according to their aesthetic needs. Secondly, we will consider the quality and price of the product. Therefore, the researchers proposed the following hypothesis.

H4: Design style has a positive relationship with purchase intention.

Relationship between Brand Awareness and Purchase Intention

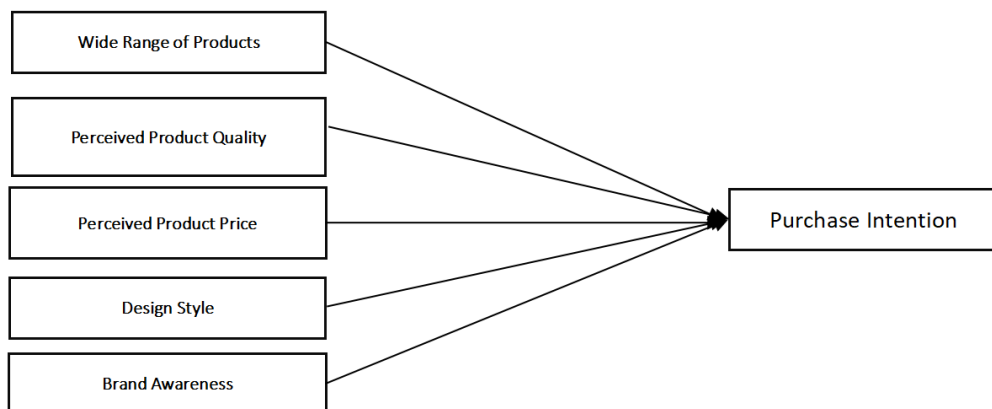
It is very important for a product to have a good brand. When customers get a good shopping experience, they will easily remember the brand of the product and publicize it to the people around them. Brand awareness is easy to let the positioning of the enterprise, product design style and concept to the customer. Not only that, brands also save consumers' choice costs, so that customers can quickly find the products they need. If there is no brand, even if customers get a good shopping experience, they will not be able to find the products of this brand when they want to buy again. According to this, the following hypothesis was proposed.

H5: Brand awareness has a positive relationship with purchase intention

Research Framework

Figure 1 is the framework used to conduct this study. The independent variables are wide range of products, perceived product quality, perceived product price, design style, brand awareness. Purchase intention is the dependent variable of the study.

Figure 1. Research Model



RESEARCH METHOD

In this section, quantitative analysis was employed to test the five hypotheses proposed earlier. First, in terms of data collection, the researchers surveyed 111 consumers in Malaysia and China using Google Forms. The design of the questionnaire is based on the Richter scale. In the process of data sorting, 10 invalid data were excluded, and the total number of valid samples was 101. The data analysis was using software was SPSS 23 version.

RESULTS

Table1. Basic Information Frequency Distribution

		Item	Frequency	Percentage
Gender		Female	54	53.5
		Male	47	46.5
Age		10 - 25 Gen Z	55	54.5
		26 - 41 Millennials	37	36.6
		42 - 57 Gen X	8	7.9
		58 - 76 Boomers	1	1.0
Working Status		Student	40	39.6
		Company worker	40	39.6
		Freelancers	10	9.9
		Home worker	9	8.9
		Unemployed	2	2.0
Household Income	Monthly	RM 4,850 and below (B40)	25	24.8
		RM4,851 - RM 10,970 (M40)	56	55.4
		RM 10,970 and above (T20)	20	19.8

Table 1 uses the frequency distribution table to display the basic consumer information data of the questionnaire. The frequency distribution table is a method of organizing data to make the data more meaningful. From Table 1, it can be concluded that women's consumption rate of MUJI is slightly higher than that of men by 7 percentage points. The age composition of consumers belongs to Gen Z with the highest proportion at 54.5%, followed by Millennials with 36.6%. The two age groups, Gen X and Boomers, have a big gap with the former two, which together account for 8.9 percent. In consumer working status, students and company employees both accounted for 39.6 percent, while freelancers, home workers, and the unemployed accounted for a smaller proportion, with a combined total of 20.8 percent. The household income of consumers has the highest proportion in the M40 range, accounting for 55.4%, followed by the B40 income group, and the lowest proportion is the T20 group, accounting for 19.8%.

Table 2. Correlation Coefficient between Variables and Cronbach Alpha Coefficient

	Mean	SD	1	2	3	4	5	6
Purchase intention	3.890	0.662	1.000					
Wide range of products	4.050	0.653	0.290**	1.000				
Perceived product quality	4.040	0.760	0.506**	0.398**	1.000			
Perceived product price	2.713	0.952	0.299**	0.248*	0.168*	1.000		
Design style	4.277	0.723	0.703**	0.415**	0.435**	0.030	1.000	
Brand awareness	3.897	0.799	0.393**	0.221	0.254	0.129	0.503**	1.000

Note. N = 101, *p < 0.05; **p < 0.01 Cronbach's Alpha is 0.704 indicates considerable reliability

In Table 2, the bivariate Pearson test shows that the five variables of Wide range of products Perceived product quality, Perceived product price, Design style, Brand awareness are positively correlated with Purchase intention ($0 < r < 1$, $p < 0.05$) where Design style is highly correlated with purchase intention ($r = 0.703$, $p = 0 < 0.05$), and Perceived product quality is moderately correlated with purchase intention ($r = 0.506$, $p = 0 < 0.05$). Regarding Wide range of products, Perceived product price, and Brand awareness were poorly correlated with purchase intention.

Table 3. Summary of Regression Results

	β	t	P	R ²
Wide range of products	0.033	0.333	0.07	0.577
Perceived product quality	0.238**	2.415	0.03	
Perceived product price	0.217	2.431	0.13	
Design style	0.439***	3.254	0.00	
Brand awareness	0.228	2.291	0.22	

Note: Dependent variable: Purchase intention, N=101, * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Table 3 uses multiple linear regression, which is an extension of simple linear regression. Used when predicting the value of one variable from the values of two or more other variables. The variable we want to predict is called the dependent variable (Purchase intention) The variable we use to predict the value of the dependent variable is called the independent variable (Wide range of products, Perceived product quality, Perceived product price, Design style, Brand awareness). R² is 0.577, which proves that the four independent variables of perceived product quality, perceived product price, design style and brand awareness have a 57.7% influence on the purchase intention of the dependent variable. Design style ($\beta = 0.439 > 0$, $P = 0.00 < 0.001$) could significantly and positively influence purchase intention. Perceived product quality ($\beta = 0.238 > 0$, $P = 0.03 < 0.05$) can also significantly and positively affect purchase intention.

DISCUSSION

The results presented in Tables 1, 2, and 3 provide valuable insights into the factors influencing consumers' purchase intentions towards MUJI products. In Table 1, the frequency distribution table offers a comprehensive overview of the basic demographic characteristics of the respondents. It is observed that women exhibit a slightly higher consumption rate of MUJI products compared to men, suggesting potential gender-based differences in consumer behavior. Furthermore, the majority of consumers belong to the younger demographics, with Generation Z and Millennials comprising the largest segments. This indicates the significance of targeting younger age groups in MUJI's marketing strategies. Additionally, the data reveal insights into consumers' working status and household income distribution, highlighting important factors that may influence purchasing behavior.

Moving to Table 2, the bivariate Pearson correlation analysis demonstrates significant positive correlations between the five variables - wide range of products, perceived product quality, perceived product price, design style, and brand awareness - and purchase intention. Particularly noteworthy is the strong correlation observed between design style and purchase intention, indicating the pivotal role of aesthetic appeal in driving consumer purchase decisions. Furthermore, perceived product quality also exhibits a moderately positive correlation with purchase intention, underscoring the importance of product quality in shaping consumer preferences.

Table 3 employs multiple linear regression analysis to further explore the relationships between the independent variables (wide range of products, perceived product quality, perceived product price, design style, brand awareness) and the dependent variable (purchase intention). The results indicate that these independent variables collectively explain 57.7% of the variance in purchase intention, highlighting their significant influence on consumers' decision-making processes. Notably, design style emerges as a key determinant, exerting a significant and positive impact on purchase intention. Similarly, perceived product quality also demonstrates a significant positive effect on purchase intention. H2 and H4 are supported according to this research results.

The quality of the product has a great influence on the customer's purchase of the product. Good product quality can make customers have a higher purchase intention, while the product quality is poor, and the product quality has a significant impact on the purchase intention of consumers (Saleem et al., 2015). Besides, product design is also considered as an essential factor affecting customer purchase intention in furniture retail industry.

Wide range of products, perceived product price, and brand awareness these three variables did not show significant effects on purchase intention. Therefore, the three hypotheses H1, H3, and H5 proposed in this paper are not supported.

CONCLUSION

In this paper, MUJI's purchase intention was applied as the dependent variable, and pass the test of five variables: wide range of product, perceived product quality, perceived product price, design style, and brand awareness. Finally, it is concluded that the two variables of design style and perceived product quality have a significant impact on purchase intention, which also reflects the minimalist design style of MUJI and the two major concepts of high-quality products that it has always emphasized are indeed achieved by MUJI, also received more attention and love from consumers. From the product itself rather than advertising, such an unbranded strategy allows these customers to appreciate MUJI's ecological approach, appreciate their urban aesthetics, perceive low costs, and perceive complex designs.

The findings of this study have several implications for both academic research and practical applications in the retail industry. Firstly, by identifying the key determinants of purchase intention towards MUJI products, this research contributes to a deeper understanding of consumer behavior in the context of minimalist retail brands. Specifically, the significant impact of design style and perceived product quality highlights the importance of these factors in driving consumer preferences and purchase decisions. This underscores the effectiveness of MUJI's minimalist design approach and its commitment to delivering high-quality products.

Moreover, the emphasis on the unbranded strategy employed by MUJI suggests that consumers value authenticity and simplicity in product offerings. This has implications for other retail brands seeking to differentiate themselves in a crowded marketplace. By prioritizing product quality and design integrity over traditional branding strategies, companies can potentially enhance consumer trust and loyalty, leading to increased sales and market share.

Several practical suggestions were proposed according to the results of this study:

Continue Emphasis on Design and Quality

MUJI should persist in prioritizing minimalist design and high-quality products, as research indicates their significant influence on purchase intention. By continuing to invest in product innovation and design excellence, MUJI can further consolidate its position as a frontrunner in the minimalist lifestyle niche.

Strengthening Brand Awareness through Authenticity

While MUJI's unbranded strategy has resonated with consumers, there remains an opportunity to bolster brand awareness through authentic storytelling and engagement initiatives. Leveraging social media platforms and immersive marketing events can deepen connections with consumers, reinforcing MUJI's core values and attracting a wider audience.

Tailoring Marketing Strategies to Target Audiences

In light of demographic insights, MUJI should tailor its marketing efforts to resonate with younger demographics, particularly Generation Z and Millennials. This could entail crafting specialized advertising campaigns, engaging with influencers, and offering customized shopping experiences to cater to the preferences of these consumer segments.

Continual Monitoring of Consumer Preferences

To stay abreast of evolving consumer trends, MUJI should maintain vigilance in monitoring feedback and market dynamics. Regular consumer surveys and market research endeavors can yield valuable insights into shifting consumer needs and preferences, empowering MUJI to adapt its product offerings and marketing strategies accordingly, thus ensuring continued relevance and success in the market.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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