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## THE INFLUENCE OF THE CONSUMER'S TYPE – PHYSICAL OR DIGITAL – ON THEIR BEHAVIORAL CHARACTERISTICS

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The authors analyze the classical and modern approaches to consumer behavior. The main behavior characteristics depend on whether the digital or physical consumer is. The differences and approaches to characterize such types of consumers have been considered by authors in the article. The main psychological models of behavioral features have been investigated by authors in the article. Differences in class and group behavioral aspects have determined. The key attention is given environment which makes influences on them during behavioral decisions. Physical consumer more predictable and stable and, conversely, digital consumer is sensitive with variable perception. During analysis of available theoretic and practice approaches of behavioral models of physical consumers and digital consumers, authors was found the difference between information delivering way about new products and services which are proposing to them. Digital consumer has characterized as a specific category of net-citizens who make many decisions during one purchasing process. Physical consumer, unlike digital, makes a reasonable decision during long term purchasing process. Authors have analyzed the models that exist for the study of consumer purchasing decisions and how all these aspects affect their behavior towards the product. Investigations have shown that the lack of research on digital consumers leads to a lack of information about the peculiarities of their behavior and purchasing decisions. Based on the analysis, consumers are grouped by their physical and digital affiliation. This made it possible to divide into groups and identify the distinctive features between the behavioral characteristics of physical and digital consumers. Research and the results, proposed in the article, can be tangible benefits for businesses in competing for customers.

**Keywords:** influence, consumer behavior, physical consumer, digital consumer, behavioral decisions, purchasing decision.

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### *Problem statement*

The behavior of the consumer and his decisions in front of the different offers that are presented to him when he is going to buy a something is a wide field of investigation for the specialists of marketing and sales. There are many factors that affect a consumer, from his inner part as his fears, his paradigms and beliefs, his argumentation and mental justification, the cultural heritage and what he/she has learned throughout its life, is one of the approaches in front of a product to buy.

From the outside, we can talk about everything that a consumer can be induced, being aware or

not, and above all what influences their decision making such as: all the publicity received through the mass media or social networks, with offers and gifts or without them, the price, the conversation with the seller and their sales arguments, the service, the guarantee, etc.

### *Analysis of the recent research and publications*

Theoretical foundations of the nature of consumer behavior, types of purchasing decisions, digital consumer characteristics devoted considerable segment of modern literature, particularly such works as authors P. Kotler, J.-J. Lamben, J. Saunders, C. Rice, J. Trout, C. Davis, D. Jobber, O.V. Zozulov,

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Among the numerous studies, within which attempts were made to determine the priority areas of development of factors influencing consumer behavior, however, the task of determining the impact on consumer decisions of the digital environment remains unsolved.

#### ***The aim of the article***

Purchasing behavior is extremely complex and classical models of consumer behavior have reduced human behavior to a single explanatory level, either from economic theory, from psychology, sociology or anthropology in an eminently isolated manner without linking these disciplines with each other.

#### ***Main results of research***

The economic model establishes as an inherent characteristic of human beings, to act economically, that is, to maximize the expected utility under the least effort and expense in their resources; indicates that the individual will seek to buy what has the lowest price. This model, explains, accounts for a reduced description of the behavior of human beings, without taking into account other factors such as: environmental, social and cultural and, in addition, assumes that individuals will always act according to their own benefit [3].

The learning model explains human behavior based on the satisfaction of their basic and learned needs; this model is based on the stimulus-response process proposed by Pavlov. This model establishes that the human being acts to a great extent in a conditioned way and, therefore, not in an entirely conscious or autonomous way, receiving in a passive way the external stimuli.

The psychoanalytic model is based on an explanation of the consumer's behavior reduced to the personal and subconscious levels of the human being, based on the tri-partition of the levels of consciousness proposed by Freud, namely the ego, it and superego, to give an account of its influence on consumer decisions, by virtue of personal motivations, desires, universally accepted moral prescriptions, monitoring patterns established by society, etc. [6].

Finally, the sociological model seeks to specify the consumer's behavior from the influence that society exerts on the individual, either by appealing to the individual's need to seek the approval of different groups, from the reaffirmation of their belonging to any of them, or from the projection of the image that he wishes to reflect against the consumption or purchase of a service or product.

These classic models explain the behavior of consumers in a reductive and unidimensional way, without broadening their referential field in terms of the ascription of multiple variables that can influence

the purchasing decisions of individuals.

Such models, as the economic model, are much more analytical based on the implementation of mathematical formulas with the purpose of establishing a stable rule that indicates consumer behavior, that is, the tendency always to maximize their expected utility at the lowest cost, they are usually immutable and, therefore, tend to lose applicability as the habit of the consumer changes based on a multiplicity of intervening variables.

Other models of greater flexibility are those that take into account these variables and adapt their parameters in terms of such changes in society and the environment, taking into account the influence of cultural groups, the role played by the family as a guide in terms of purchasing and consumption decisions, social classes, demographic values, personal aspects, etc.

These models resist, in the sense of being much more adaptable, against changes in behavioral patterns by taking into account the external influence of the environment and other factors that may affect the decisions of consumption of the subjects.

The endogenous or internal variables are distinguished by the purchase motivation of the consumer, the consumer's confidence in a particular brand, the criteria for choosing the brand based on the satisfaction of personal motivations, the predisposition towards the brand, and the purchase intention and its inhibitors or factors that prevent the satisfaction of the consumer's preferences, such as the place of purchase, the time, price, etc. [4]

In short, this model seeks to account for the process of purchasing decisions of individuals from their inception, under certain stimuli, to the action of purchase and consumption, translated as a reaction or response. This model has been criticized for the acceptance of a multiplicity of variables that are difficult to measure; however, it is difficult to deny its contribution when explaining the mode of interrelation of exogenous and endogenous variables.

The Nicosia model is based on the linking of two types of variables, namely, individual and environmental character and their respective interrelationship, as well as the level of equilibrium or immutability of each of them [5].

This model describes the purchase decision as a non-linear circular process, that is, it considers the purchase, the last act in the process, one more variable and not the final result; likewise, it evaluates the purchase motivations and other internal or individual factors as incident variables, as well as its relationship with other factors.

One of the types of consumer behavior is the behavioral approach. This is beneficial for organizations because their marketing schemes allow them to anticipate the behavior of consumers.

Methods in advertisements and marketing plans are to influence a target audience. The behavioral approach reinforces the assumption that we can be conditioned to believe and fear; the approach comes into play when the consumer buys a product or service [6].

Behaviorist approach comes into play when the consumer buys a product or service. The result of the use of the goodwill determines if you would buy that product again. For example, if a supermarket puts an offer in a drink and the consumer decides to try it, the fact that they will buy that product in the future will depend on their experience.

A benefit of the behavioral approach is that it focuses more on the observation of human activity; it is easier to gather information and data for marketing specialists, to see how the consumer interacts with the services and what attracts them as well.

The humanistic behavior is perhaps one of the deepest and most extensive theories to study and understand. One of the natural tendencies of the human being is learning and creating, it is a tendency to be inclined towards certain basic studies. We learn more that which has a special meaning. Desire goals, fulfill them, and involve ourselves with the environment. None of what we learn is biased towards a single idea, we can learn in different ways even in a feedback way.

Marketers have a function, which is to educate the digital consumer progressively change their consumption habits through new technological trends. For example, the apps of mobile devices. It is interesting to see traditional brands such as coca cola, which went from a structured advertisement for television to exchange a coca cola through machines around the world. Creating communication links with strangers thanks to the social media. It is thinking differently about how to use technology, the future is becoming more and more consolidated in the management of our smartphones. Additionally, consumption habits have changed. 82% use the internet to search for information, products or services. 69% for friends, colleagues, and people. 56% relatives, 56 other sources, 52% on television [3].

Social classes are usually illustrated in high class, medium, and low class. Refers to a certain level of poverty and lack of the essential to live. The term is often assimilated to the working class, although these two terms are not fully identified with «lower class» since they are defined by the place that people occupy in production and not only by their lack of resources or your reduced income. These links can generate by interests that the class society constitutes, as a hierarchical division based mainly on differences in income, wealth and access to material resources.

This means that the social classes are divided into economic criteria, but it also depends on the socio-economic situation of a country and its culture. However according to the website [clasificacionde.org](http://clasificacionde.org) the upper class - upper class, upper class, upper middle class, middle and low middle class, refers to social classes. The types of social classes, despite having a very marked difference since the beginning of time, took this name from the modern states that emerged after the industrial revolution.

One of the main differences is that the upper class represents maximum economic prosperity in the reference society. A high degree of economic and political influence, associated mainly with the management of large companies. It can be referring to a political and social position. In addition, the economic status is equivalent to wealth, that is, to the income and capital that is available [6].

On the other hand, if we talk about the middle class, we can assume that it has certain attributes of the upper class in terms of covering basic needs, for example, food, room or unrestricted expenses. With enough income to respond for the public services of the state, such as water, electricity, and gas. Additionally, the budget is in the capacity to consume other goods and services as extra expenses. The middle class is usually the most hard-working class; therefore, it allows you to comply with the basic principles of human consumption. It also pays the different taxes and contributes to the state with the guarantee for the stability of the social classes. Although this may not always be the case, the middle class can have critical moments, since it depends on how the economy moves and policies of socioeconomic issues.

Of course, the lower class lives at the limit of their possibilities and has a hard time covering the basic expenses at the end of the month. Since it depends on a basic salary without guarantees to vary in possible increases, at least not in the short term. It has big needs and its resources are precarious, however, it can prioritize them in order not to fall into poverty and meet the essential consumption that a person must have to develop within society.

Culture encompasses a set of behaviors, ideas, emotions, deeds and human works. According to the history as well as in its development, the main approaches may be related to civilizations, historical facts, and even religious, political or economic thought forms and constantly flowing with the changes of humanity.

There is the topical culture, which consists in dividing the culture into specific categories such as social, religious or economic organization. It becomes necessary to involve the daily customs of a society. Additionally, there is also the organizational one that describes the psychology, attitudes, experiences,

beliefs, and values are shared by people or groups that belong to an organization. All this keeps a fundamental role in the behavior of people and their consumption of brands, goods, and services.

One way in which social classes can interconnect with the cultures of the world is prioritizing the levels of international expansion of a company to obtain better commercial trades for the benefit of the company. Also preparing analysts, marketers, commercial operators, etc. In adapting the internal policies of the brand to the cultures of the global world. If a company wants to open up to the international financial market, it must have the capacity to make its brand flexible and be able to locate the correct target depending on the culture and the predominant social class in a certain country

[1].

The digital consumer is more connected to learning, the information, their environment. It is adaptable, analytical and skeptical, its fidelity depends on the experience with the product or service and it has a constant presence in the digital network.

By P. Kotler, digital consumer always prefers to be in touch and stay connected. Their decisions often depend on influences of other digital community's members. They make decisions rely on their followers, fans and virtual friends [2].

They are active and informed users, who have extensive knowledge of the market and greater clarity than they expect from their environment. These new consumers are increasingly demanding, they want greater personal recognition and a better experience

**Comparative characteristics of digital and physical consumers  
(developed by the authors)**

Physical consumer behavioral characteristics	Digital consumer behavioral characteristics
Complex buying behavior	The impulsive
there is a high involvement with the product and the consumer perceives significant differences between the brands.	it is characterized by being carried away by its first impulse. Behave like a hunters until they find the lowest price.
	The bargain hunter
	conditions their purchase on the internet only if this platform offers their advantage of acquiring they purchase at a lower price. They don't value additional services like delivery, customer service, or technical support.
	The detective
	a type of buyers who enjoy browsing, comparing and researching, their purchase depends on a research process that will include visits to reviews or opinions on other pages.
Dissonance reducing buying behavior	The fan
	are convinced of the advantages and benefits of electronic commerce. They are usually very active in forums and social networks.
	The faithful
	similar to the previous type, but with the uniqueness that it focuses its preference on some online stores that it considers trustworthy.
there is high involvement, but few differences are perceived between the brands. The purchase is usually expensive, infrequent and with a high perceived risk.	The cautious one
	they have very little experience with online shopping. They will only buy from highly recognized websites and you will not make the payment without ensuring security.
	The rational
their purchase process is balanced, since you trust online purchases, it is reported, but does not fall into the impulsiveness of the impulsive profile.	
Habitual buying behavior	The rational
there are many products that are bought with low involvement and with the absence of significant differences between brands, such as species.	their purchase process is balanced, since you trust online purchases, it is reported, but does not fall into the impulsiveness of the impulsive profile.
Varied search behavior	The faithful
some shopping situations are characterized by low consumer involvement, but by significant differences between brands.	similar to the previous type, but with the uniqueness that it focuses its preference on some online stores that it considers trustworthy.

respect to the service or products that they consume.

According to the research, we compared the behavior of the digital consumers and the physical consumers (table).

The result of comparison, it was determined that types of digital consumers as the impulsive, the bargain hunter, the detective and the fun have the same characteristics as complex buying behavior of physical consumer. It usually happens when the purchase is expensive, infrequent (or it is the first time) and, therefore, with a high perceived risk of making a bad choice. Therefore, to solve complex problems, the consumer not only needs information about brands, but must also decide which information is the most important.

The common characteristics between dissonance reducing buying behavior of physical customers and the faithful, the caution one and the rational of digital consumers consist on expensive, infrequent and with a high perceived risk the purchase. In this case, the consumer will look at what is on the market, but will buy quickly as there are no clear differences between the brands. The buyer will decide on a good price or a good location for the establishment.

Habitual buying behavior of physical consumers close to the rational purchasing decisions process of digital consumer. Consumers have little involvement with this product, since they generally go to the supermarket and take any one without paying much attention to the brand that offers them.

For varied search behavior of the physical consumers are inherent features of the faithful behavior of digital consumer. In this case, consumers are more inclined to their preferred brands. The consumers have certain beliefs and chooses a brand of butter by evaluating it during consumption.

### **Conclusions**

The digital consumer is very different from its predecessor, the physical consumer. It has greater decision-making power, much more information and even more influence, since it can communicate in forums and communities where it can comment on products, services and companies, defending its rights and conditioning other users.

For this reason, companies show great interest in learning about this new consumer profile, for which concepts such as comfort, ease of use and the shopping experience are essential. It is not decided

so much based on the quality of the product, but on the whole set of experiences that surround the purchase.

The behavior of the digital consumer is multicausal, this means that it depends on different types of stimuli that impact it, additionally it is as dynamic as the medium in which it operates, therefore knowing and predicting its behavioral patterns will be what will make the difference when generating effective strategies from digital marketing to meet your needs. Whoever has the knowledge will take the lead in this race to win over the customer.

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## ВПЛИВ ТИПІВ СПОЖИВАЧІВ – ЦИФРОВІ ЧИ ФІЗИЧНІ – НА ЇХ ПОВЕДІНКОВІ ХАРАКТЕРИСТИКИ

Карпенко Н.В., Іваннікова М.М.

Автори аналізують класичний і сучасний підходи до поведінки споживачів. Основні поведінкові характеристики залежать від того, чи є споживач цифровим чи фізичним. У статті авторами розглядаються відмінності та підходи до характеристики таких типів споживачів. Також у статті досліджено основні психологічні моделі поведінкових особливостей. Визначено розбіжність у класових та групових поведінкових аспектах. Ключова увага приділяється середовищу, яке впливає на них під час поведінкових рішень. Фізичний споживач більш передбачуваний і стабільний, і навпаки, цифровий споживач чутливий зі змінним сприйняттям. Під час аналізу наявних теоретичних і практичних підходів поведінкових моделей фізичних і цифрових споживачів було виявлено різницю між шляхами донесення інформації про нові товари та послуги, які їм пропонуються. Авторами було проаналізовано існуючі моделі, за допомогою яких можливе вивчення рішень про прийняття рішень споживачами про купівлю, і те, як усі ці аспекти впливають на їх поведінку щодо товару. В ході здійснених досліджень виявлено, що недостатність наукових досліджень саме цифрових споживачів призводить до браку інформації про особливості їх поведінки та прийнятті купівельних рішень. На основі проведеного аналізу згруповано споживачів за їх фізичною та цифровою належністю. Це дало змогу поділити на групи та визначити відмінні риси між поведінковими особливостями фізичних і цифрових споживачів. Запропонований у статті хід дослідження та отримані результати можуть стати для підприємств відчутною перевагою у конкурентній боротьбі за споживачів.

**Ключові слова:** вплив, поведінка споживача, фізичний споживач, цифровий споживач, поведінські рішення, купівельні рішення.

## ВЛИЯНИЕ ТИПОВ ПОТРЕБИТЕЛЕЙ – ЦИФРОВЫЕ ИЛИ ФИЗИЧЕСКИЕ – НА ИХ ПОВЕДЕНЧЕСКИЕ ХАРАКТЕРИСТИКИ

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Авторы статьи анализируют классический и современный подходы к поведению потребителей. Основные поведенческие характеристики зависят от принадлежности потребителя к цифровой или физической среде. В статье рассматриваются различия и подходы к характеристике таких типов потребителей. Также, основываясь на литературу по психологии, в статье исследованы основные психологические модели поведенческих особенностей. Определены расхождения в классовых и групповых аспектах особенностей поведения потребителей. Ключевое внимание уделяется окружению, которое влияет на потребителей в процессе принятия поведенческих решений. Физический потребитель более предсказуемый и стабильный, и наоборот, цифровой потребитель чувствителен и с переменным восприятием. При анализе существующих теоретических и практических подходов поведенческих моделей физических и цифровых потребителей было выявлено различие между путями донесения информации о новых товарах и услугах, которые им предлагаются. Авторами было проанализировано существующие модели, с помощью которых возможно изучение решений о принятии решений потребителями о покупке, и то, как все эти аспекты влияют на их поведение в отношении товара. В процессе проведенных исследований обнаружено, что недостаточность научных поисков непосредственно цифровых потребителей приводит к нехватке информации об особенностях их поведения и принятии решений о покупке. На основе проведенного анализа сгруппированы потребители за их физической и цифровой принадлежностью. Это позволило разделить на группы и определить отличительные черты между поведенческими особенностями физических и цифровых потребителей. Предложенный в статье ход исследования и полученные результаты могут стать для предприятий ощутимым преимуществом в конкурентной борьбе за потребителей.

**Ключевые слова:** влияние, поведение потребителя, физический потребитель, цифровой потребитель, поведенческие решения, покупательские решения.

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