

## **The Impact of Social Media Influencers on Customer Loyalty in Online Products: Basis for Digital Marketing Strategy**

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### **Abstract**

This study investigates the relationship between social media influencers and customer loyalty, focusing on a sample of 100 e-commerce consumers in Manila. The explanatory correlational design was utilized in the study. Participants were surveyed to assess how social media influencers impact two key dimensions of loyalty: commitment and trust. The demographic analysis reveals a varied group of respondents, with a significant portion (40%) aged 51 and above, 60% female, and 80% holding college degrees, indicating that the consumer base is diverse and predominantly well-educated. This demographic diversity underscores the importance of tailoring marketing efforts to meet consumer groups' needs and behaviors in the digital marketplace. The findings show that social media influencers are generally well-regarded for their content's informativeness, originality, and diversity, which are critical in sustaining audience engagement. Consumers demonstrated a high level of commitment and trust. However, the analysis indicated that while influencers have a weak but significant effect on customer loyalty through commitment, their impact on trust could be more statistically significant. Drawing from these findings, the study concludes that while influencer marketing effectively encourages customer commitment, it plays a more limited role in cultivating trust. To enhance marketing outcomes, the study recommends designing campaigns that are responsive to the needs of diverse demographic groups, collaborating with influencers known for delivering high-quality content, and fostering trust through transparent communication and consistent service. This research offers valuable insights into the influence of social media personalities on consumer behavior and presents practical strategies for brands aiming to strengthen customer loyalty in today's competitive e-commerce environment.

*Keywords: Social Media Influencer, Consumers, Customer Loyalty, Online Business*

### **Introduction**

Social media has become a powerful tool for shaping consumer behavior and brand engagement in the digital age (Zhou et al., 2022; Hogberg, 2018). With their wide-reaching online presence and

perceived authenticity, social media influencers play a significant role in influencing purchasing decisions and cultivating brand loyalty. This phenomenon is particularly evident in Manila, Philippines, where consumers widely use social media platforms such as Facebook, Instagram, and TikTok for product discovery and decision-making (Kapoor et al., 2017; Wilkins et al., 2019).

The growing prominence of influencers in online marketing strategies has made it essential to understand their impact on customer loyalty. The rise of social media influencers has far-reaching implications for businesses and consumer behavior in the digital marketplace. Influencers have transformed traditional marketing approaches by leveraging their brands and establishing trust with followers to promote products and services. Social media influencers can range from celebrities to everyday individuals who gain popularity in specific niches such as fashion, fitness, and lifestyle (Dinh & Lee, 2021; Hidayati et al., 2019). This shift has made it easier for businesses to reach highly targeted audiences in a more authentic and relatable manner (Joshi et al., 2023; Yildirim, 2021). However, the reliance on influencers also comes with challenges, such as the potential for oversaturation of sponsored content, which can reduce consumer trust and engagement. Furthermore, influencers can significantly shape consumer perceptions and brand loyalty, highlighting the need for businesses to carefully choose partnerships that align with their values and target audience (Lim et al., 2017). Ultimately, the growing influence of social media personalities necessitates that brands develop strategies that balance influencer marketing with broader digital engagement to sustain long-term customer loyalty and brand equity.

Customer loyalty, a critical factor in business success, refers to the tendency of consumers to purchase from a particular brand or seller repeatedly (Kovac et al., 2018; Pesoa et al., 2020). The interplay between influencer marketing and customer loyalty is complex, as it involves trust, perceived value, and emotional connection, which can significantly affect consumers' long-term commitment to a brand.

This study aims to explore the influence of social media influencers on customer loyalty within the context of online products in Manila, Philippines. By examining the perceptions, behaviors, and motivations of online consumers, this research seeks to uncover how influencer-driven marketing strategies contribute to the retention and loyalty of customers in an increasingly competitive digital marketplace. Understanding these dynamics is crucial for businesses looking to enhance their online presence and foster sustained consumer engagement in the age of social media.

## **Objectives of the Study**

This study aimed to:

1. describe the respondents' profile in terms of age, gender, marital status, educational attainment, and combined family monthly income.
2. identify the characteristics of social media influencers in terms of content type, posting frequency, and engagement rate.
3. determine the level of customer loyalty.
4. examine the relationship between the characteristics of social media influencers and customer loyalty.

## Methodology

The present study used an explanatory-correlational research design (Gahlot & Rani, 2023; Jumah & Nthiga, 2022) to analyze the role of social media influencers in shaping consumer behavior in Manila and explore the connections between consumer demographic profiles and characteristics of social media influencers.

*Participants and Sampling.* The study employed a purposeful non-probability sampling methodology. Purposive sampling is a method of non-probability sampling employed by researchers to investigate a particular segment of society specifically. The strategy is most effective for the research study since it categorizes the participants into groups according to well-defined criteria. The advantage of the non-probability strategy is its capacity to bypass the need for comprehensive knowledge about the target clients. Non-probability approaches do not necessitate a larger sample size, unlike probability sampling.

The respondents of the study are e-commerce consumers with the following set of criteria:

1. users who have recently made purchases through e-commerce platforms in Manila and
2. users who follow social media influencers.

*Research Instruments.* To achieve the study's objectives, the researcher will employ the following instruments:

*Personal Demographic Questionnaire.* This part collects profile information from respondents.

*Perceived Social Media Influencer Characteristics Questionnaire.* The questionnaire is a survey tool used to evaluate how consumers view social media influencers. It asks respondents to rate attributes such as credibility, authenticity, and the quality of content. This helps identify which qualities make an influencer effective from the audience's perspective.

*Consumer Engagement with Social Media Influencer Scale.* The Consumer Engagement Scale is a tool created to evaluate the degree of consumer involvement with social media influencers, particularly in buying behavior. The scale aims to measure the various aspects of customer involvement, such as cognitive, emotional, and behavioral components.

*Procedures.* The research started with securing formal approval from the Graduate School of the University of Perpetual Help System. Upon approval, the research proposal and validated survey items were submitted. Further clearance was obtained from online business consumers to include them as participants. The English-language online survey was subsequently disseminated to the chosen respondents. Before the survey's administration, participants were informed about the study's aims, with a significant focus on safeguarding their privacy and confidentiality. Every participant was allocated a distinct code to guarantee confidentiality. The gathered data were subsequently encoded and structured

for analysis using the JAMOV software, where suitable statistical procedures were employed to enhance comprehension of the results.

*Data Analysis.* Data will be computed using Jamovi (The Jamovi project, 2022). The analysis will involve the following descriptive and inferential statistics:

1. *Frequencies and Percentages.* This analyzes the responses to survey questions, clearly representing participants' reactions and demographic information.

2. *Weighted Mean.* This measure of central tendency will determine the levels of online marketing strategy practices and consumer engagement. It accounts for different responses on a five-point Likert scale, offering a succinct statistical representation.

3. *Pearson's Correlation Coefficient (r).* This statistical measure evaluates the strength and direction of the linear relationship between online marketing strategies and consumer engagement (R Core Team, 2021).

*Ethical consideration.* This study adheres to the most stringent ethical standards to safeguard the subjects' rights and the research process's integrity. All participants will provide informed consent, indicating their understanding of the study's objectives and methodology and their right to withdraw without repercussions. Strict compliance with privacy protocols will be enforced, and all data will be anonymized to safeguard participants' identities. The study will seek approval from the pertinent institutional review board (IRB) to adhere to ethical guidelines. All potential conflicts of interest will be disclosed, and the data will be utilized only for this study.

## Results and Discussion

The study explores the relationship between online marketing strategies and consumer engagement.

### 1. Profile of the respondents

Table 1 explores the demographic characteristics of respondents, offering insights into their age, gender, marital status, educational qualifications, monthly income, and preferences for food products in online ordering.

Most respondents belong to older age groups, with 40% aged 51 and above and 22% aged 30 and below. This indicates that although younger individuals are typically seen as the main users of digital platforms, older consumers also actively participate in online purchasing and engage with social media influencers, underscoring a varied age demographic in digital consumer behavior.

Most respondents are female, comprising 60% of the sample, and males constitute 40%. This suggests that women exhibit more engagement with social media influencers, especially in fashion,

beauty, and lifestyle sectors. This trend highlights the necessity of acknowledging gender disparities in formulating digital marketing strategies and pinpointing possibilities to enhance connection with male consumers.

**Table 1**  
*Profile of the respondents (n = 100)*

Profile	Frequency	Percentage (%)
<b>Age</b>		
30 years old and below	22	22
31 to 40 years old	21	21
41 to 50 years old	17	17
51 years old and above	40	40
<b>Sex</b>		
Female	60	60
Male	40	40
<b>Educational Attainment</b>		
College level	20	20
College graduate	80	80
<b>Monthly Income</b>		
P60,001 to P80,000	30	30
P80,001 to P100,000	40	40
P100,001 to P120,000	20	20
P121,001 and above	10	10

Regarding educational achievement, 80% of respondents are college graduates, whereas 20% have completed some college education. This indicates that the respondents possess a high level of education, potentially enhancing their capacity to assess content disseminated by social media influencers critically. This suggests that campaigns aimed at this population must incorporate informational, well-organized, and value-oriented messaging to resonate with their intellectual inclinations.

The monthly income distribution indicates that 40% of respondents earn between P80,001 and P100,000, 30% make between P60,001 and P80,000, 20% earn between P100,001 and P120,000, and 10% earn P121,001 or more. The data reveals that most respondents are from middle-to-upper-income brackets, indicating substantial purchasing power and a tendency to participate in online shopping driven by social media.

These findings possess significant significance for digital marketing tactics. The varied age demographic indicates the necessity for campaigns that address the interests of both younger and older consumers, providing products and services tailored to their distinct tastes. The elevated percentage of female responses highlights the necessity of concentrating on sectors and materials that appeal to women while investigating methods to engage male consumers more efficiently. The respondents' elevated educational attainment suggests that advertising should integrate meticulously designed and informative information to correspond with their tastes. The income distribution underscores the

necessity of crafting marketing strategies that correspond with middle-income demographics' purchasing capacity while delivering luxury products to entice affluent consumers.

The demographic profile of the respondents offers a solid basis for crafting focused and successful digital marketing tactics, utilizing social media's power to enhance consumer loyalty for online items.

## 2. Common characteristics of social media influencers who are perceived as authentic

The data represents how online business consumers in NCR engaged with cognitive indicators, as seen in the survey. The table presents the average scores and standard deviations for cognitive engagement measures. It offers insights into the frequency and intensity with which customers contemplate and actively pursue knowledge regarding their favored brands.

The study explored how respondents perceive the qualities of social media influencers, focusing on three key areas: the type of content they share, how often they post, and how much interaction they generate. Findings show that across all three categories, respondents generally held a positive view, rating each aspect as "High." This suggests that, overall, influencers are seen as performing well in terms of content, consistency, and audience engagement.

First, the overall mean score in the content-type category was 3.11, with a standard deviation of 0.68, indicating a consistent and favorable assessment of the influencers' ability to provide engaging and relevant content. Among the indicators, the highest mean score was for the statement, *"I find the content shared by the influencer to be informative and useful,"* with a mean of 3.17. This suggests that respondents value influencers' ability to deliver content that they perceive as beneficial and practical. Conversely, the lowest mean scores of 3.09 were shared by two indicators: *"The content provided by the influencer is highly relevant to my interests"* and *"The variety of content types (e.g., posts, videos, stories) keeps me engaged."* While these scores remain high, they indicate that there needs to be more agreement regarding the relevance and diversity of content compared to its informativeness.

The overall mean score for the posting frequency category was 3.08, with a standard deviation of 0.84, also interpreted as "High." The highest mean score in this category was 3.10, shared by two indicators: *"I am satisfied with the regularity of new content from the influencer"* and *"The influencer's posting schedule is predictable, which I appreciate."* These findings highlight the importance of consistent and predictable posting schedules in maintaining audience satisfaction. The lowest mean score in this category was 3.00 for the statement, *"The influencer posts content at a frequency that I find just right."* While still rated as high, this slightly lower score indicates some variability in respondents' preferences regarding posting frequency.

In the engagement rate category, the overall mean score was the highest among the three categories, at 3.14, with a standard deviation of 0.82, reflecting strong engagement with social media influencers. The highest mean score in this category was 3.20 for the indicator, *"I engage with this brand on social media through likes, comments, or shares,"* indicating that respondents actively interact with influencer content online. The lowest mean score in this category was 3.10 for the statement, *"I*

*frequently recommend this brand to friends and family,"* suggesting that while engagement is high, recommendations to others may occur less frequently than other forms of engagement.

**Table 2**  
*Common characteristics of social media influencers*

Category	Indicators	Mean	SD	Interpretation
Content-type	The content provided by the influencer is highly relevant to my interests.	3.09	0.33	High
	The influencer consistently delivers unique and original content.	3.10	0.68	High
	I find the content shared by the influencer to be informative and useful.	3.17	0.52	High
	The variety of content types (e.g., posts, videos, stories) keeps me engaged.	3.09	0.33	High
	Overall Mean	3.11	0.68	High
Posting frequency	The influencer posts content at a frequency that I find just right.	3.00	0.88	High
	I am satisfied with the regularity of new content from the influencer.	3.10	0.82	High
	The influencer's posting schedule is predictable, which I appreciate.	3.10	0.82	High
	There is neither an overload nor a scarcity of content from the influencer.	3.09	0.91	High
	Overall Mean	3.08	0.84	High
Engagement rate	I regularly purchase products or services from this brand.	3.12	0.91	High
	I frequently recommend this brand to friends and family.	3.10	0.83	High
	I engage with this brand on social media through likes, comments, or shares.	3.20	0.82	High
	I participate in this brand's loyalty programs or promotional events.	3.13	0.70	High
	I regularly purchase products or services from this brand.	3.14	0.82	High
<b>Overall Mean</b>		<b>3.14</b>	<b>0.82</b>	<b>High</b>

The findings underscore the significant influence of social media influencers on their audiences. The "High" overall mean scores across all categories suggest that influencers effectively create content, maintain appropriate posting frequencies and foster engagement. However, the slight variability in specific indicators, such as content relevance and posting frequency, indicates opportunities for influencers to refine their strategies. For instance, influencers may benefit from conducting audience analyses to tailor content more closely to followers' interests and preferences.

Moreover, the high engagement rates highlight the potential of influencers to drive interactions and brand loyalty. Brands collaborating with influencers should leverage these engagement opportunities to strengthen connections with their target audiences, particularly through interactive campaigns and loyalty programs. These results provide valuable insights for brands seeking to enhance their digital marketing strategies through partnerships with social media influencers.

### 3. Levels of customer loyalty

**Table 3**  
*Customer loyalty*

Category	Indicators	Mean	SD	Interpretation
Commitment (Seiler et al., 2013)	I feel a strong sense of loyalty toward this company.	3.09	0.33	High
	I am willing to continue doing business with this company in the future.	3.10	0.68	High
	I would choose this company over others, even if there were cheaper alternatives.	3.17	0.52	High
	I make an effort to support this company whenever possible	3.09	0.33	High
	<b>Overall</b>	<b>3.11</b>	<b>0.68</b>	<b>High</b>
Trust (Park et al., 2010)	I trust that this company consistently meets my expectations.	3.00	0.88	High
	This company is honest and transparent in its dealings.	3.10	0.82	High
	I feel confident in the quality of the products/services provided by this company	3.10	0.82	High
	This company is reliable and dependable in fulfilling its promises.	3.09	0.91	High
	<b>Overall</b>	<b>3.08</b>	<b>0.84</b>	<b>High</b>

The study evaluated customer loyalty based on two categories: commitment and trust. The findings reveal that both categories received an overall "High" interpretation, demonstrating positive customer loyalty levels toward the company under consideration.

In the commitment category, the overall mean score was 3.11, with a standard deviation of 0.68, indicating that respondents have a favorable commitment to the company. Among the indicators, the highest mean score was 3.17 for the statement, *"I would choose this company over others, even if there were cheaper alternatives."* This suggests customers value the company's

offerings and are willing to maintain loyalty despite potentially lower-priced competitors. On the other hand, the lowest mean scores, at 3.09, were shared by the indicators, *"I feel a strong sense of loyalty toward this company"* and *"I make an effort to support this company whenever possible."* While these scores remain high, they suggest that these specific areas could benefit from further enhancements to deepen customer commitment.

The trust category's overall mean score was 3.08, with a standard deviation of 0.84, also interpreted as "High." The highest mean scores in this category were 3.10 for two indicators: *"This company is honest and transparent in its dealings"* and *"I feel confident in the quality of the products/services provided by this company."* These findings highlight the importance of honesty, transparency, and perceived quality in building customer trust. The lowest mean score in this category was 3.00 for the indicator *"I trust that this company consistently meets my expectations."* This slightly lower score suggests that while trust is high overall, there is room for improvement in consistently meeting customer expectations.

The findings indicate that customer loyalty to the company is strong, with commitment and trust receiving "High" overall scores. However, the data also points to opportunities for improvement in certain areas. For example, the company could reinforce its consistency in meeting customer expectations to build trust further. Similarly, efforts to strengthen the emotional connection between the company and its customers—such as through personalized experiences or loyalty programs—could enhance customer commitment.

Moreover, the high score for choosing the company over cheaper alternatives highlights the importance of emphasizing the unique value proposition that sets the company apart from competitors. By maintaining high honesty, transparency, and quality standards, the company can ensure continued trust and loyalty among its customer base. These insights can guide the company in refining its strategies to foster long-term customer relationships and sustain competitive advantages.

#### 4. Relationship between online marketing strategies and consumer engagement

Table 4 exhibits the correlation between social media influencers and consumer loyalty, assessed by two variables: commitment and trust. The study presents the r-value and significance values for both variables, the associated conclusions regarding the null hypothesis (Ho), and the interpretation of the findings.

The r-value for variable commitment is 0.10, with a significance value of 0.04. Given that the significance value is below the conventional threshold of 0.05, the null hypothesis (Ho) is rejected, and the outcome is deemed significant. This signifies a statistically significant correlation between social media influencers and consumer commitment; however, the r-value of 0.10 indicates that the strength of this correlation is weak.

Conversely, for the variable trust, the r-value is 0.20, and the significance value is 0.15. The significance value exceeds 0.05; hence, the null hypothesis is not rejected. The outcome is deemed insignificant, indicating an absence of a statistically significant relationship between

social media influencers and customer trust. This is despite the moderate r-value of 0.20, implying a weak positive correlation that is insufficient for statistical significance.

**Table 4**  
*The Relationship between Online Marketing Strategies and Consumer Engagement*

Variables	r- value	Sig. value	Decision on H <sub>0</sub>
Commitment	0.10	0.04	Reject H <sub>0</sub>
Trust	0.20	0.15	Failed to Reject H <sub>0</sub>

The results demonstrate that social media influencers possess a notable albeit tenuous correlation with customer loyalty regarding commitment, as indicated by the significant outcome for this variable. The r-value of 0.10 indicates a weak link, while the significance value of 0.04 verifies that this is not attributable to random chance. This indicates that social media influencers may have a modest yet significant impact on customer loyalty, motivating customers to maintain their business relationships with the company.

Nonetheless, the findings indicate no substantial association between social media influencers and trust, despite the r-value of 0.20 suggesting a weak positive correlation. A significance value of 0.15 indicates that the observed association lacks sufficient strength to be deemed statistically significant. This suggests that although social media influencers may impact customer trust, this influence needs to be robust and consistent enough to forge a substantial relationship.

Social media influencers exert a marginal effect on consumer loyalty via commitment; however, their impact on trust is not statistically significant. The present study did not support a previous study that mentioned social media influencers exhibit higher levels of commitment and loyalty (Ismail, 2017). Organizations must investigate supplementary techniques outside social media influencers to enhance client trust. Conversely, utilizing influencers may prove more efficacious in enhancing consumer loyalty despite little overall effect.

## Conclusion

The e-commerce landscape is highly diverse, with older individuals, women, and college graduates forming significant consumer segments, highlighting the need for digital marketing strategies catering to varied demographics. Social media influencers are particularly valued for their ability to deliver informative, original, and engaging content, making them effective tools for capturing audience attention and loyalty. Consumers engage with influencers cognitively, emotionally, and behaviorally, suggesting that successful campaigns should activate all three types of engagement to maximize their impact. However, while influencers effectively drive short-term customer commitment, they have a limited role in building long-term trust, which requires additional efforts. Therefore, a balanced digital marketing strategy

that combines influencer-driven campaigns with trust-building initiatives is essential for fostering sustained customer loyalty and achieving long-term brand success.

## Recommendations

Brands should develop personalized marketing strategies tailored to diverse demographic segments, ensuring that content and campaigns address the preferences of various age, gender, and income groups. Collaborating with influencers who consistently produce high-quality and relevant content that aligns with the brand's message is crucial to maintaining audience engagement. Campaigns should stimulate cognitive, emotional, and behavioral engagement, deepening customer connections and encouraging positive actions. To complement the impact of influencers, brands must prioritize building trust through transparency, quality assurance, verified customer reviews, and reliable service. Finally, digital marketing strategies should integrate influencer-driven campaigns with direct trust-building initiatives, such as loyalty programs and personalized customer experiences, to create a robust and effective approach to improving customer loyalty and retention.

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