

**ANALYTICAL HIERARCHY PROCESS IN CHOOSING MEN FACIAL SKIN CARE PRODUCTS.
A STUDY OF PONDS, GARNIER AND NIVEA**

*PROSES ANALISIS HIRARKI DALAM MEMILIH PRODUK PERAWATAN KULIT WAJAH PRIA. STUDI
TENTANG PONDS, GARNIER DAN NIVEA*

By

Siti Faya Ila Togubu¹

David P. E. Saerang²

Frederik G. Worang³

¹²³Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi University Manado

E-mail :

¹vhayaila@gmail.com

²d_saerang@lycos.com

³fworang@gmail.com

Abstract: The purposes in this research are to determine which men facial skin care product that are chosen the most and which the criteria that are influence the most. This research used Analytical Hierarchy Process (AHP) to compare each facial skin care product based on the criteria; Price, Promotion, Availability, Quality, Packaging, Product Variety. This research held from August-September 2016 in Samratulangi University Manado. The respondent is 100 male students, this research using purposive sampling. The respondent of this research is the people who have an experience used three facial skin care product. The result show in facial skin care products, Ponds become the best facial skin care product chosen by respondent, from the six criteria price is the most important criteria for all among the alternatives. Price has important role in selecting facial skin care product. because price is the one of benchmark for the consumers to buy a product, when the price in offer is cheap and affordable it will be attract the consumer purchase intention.

Keywords: *consumer purchase decision, facial skin care products, analytical hierarchy process (AHP)*

Abstrak: Tujuan dalam penelitian ini adalah untuk menentukan produk perawatan kulit wajah pria mana yang paling banyak dipilih dan kriteria mana yang paling berpengaruh. Penelitian ini menggunakan Analisis Hirarki Proses (AHP) untuk membandingkan produk perawatan kulit wajah berdasarkan kriteria; Harga, Promosi, Ketersediaan, Kualitas, Kemasan, Ragam Produk. Penelitian ini dilaksanakan pada bulan Agustus-September 2016 di Universitas Samratulangi Manado dengan responden 100 mahasiswa laki-laki, penelitian ini menggunakan purposive sampling, responden dari penelitian ini adalah orang-orang yang memiliki pengalaman menggunakan produk perawatan kulit wajah. Hasilnya menunjukkan dalam produk perawatan kulit wajah, Ponds menjadi produk perawatan kulit wajah terbaik yang dipilih oleh responden dari semua alternative, dari enam kriteria (harga, promosi, ketersediaan, kualitas, kemasan, ragam produk) harga adalah kriteria yang paling penting dari semua alternatif. Harga memiliki peran penting bagi responden dalam memilih produk perawatan kulit wajah. karena harga adalah salah satu tolok ukur bagi konsumen untuk membeli suatu produk, ketika harga yang ditawarkan murah dan terjangkau maka akan menarik minat beli konsumen.

Kata Kunci: *keputusan pembelian, produk perawatan kulit wajah, proses analisi hirarki.*

INTRODUCTION

Research Background

Every people would like to be healthy, beautiful and good looking. They are focus on taking care of themselves for looking better to enhance their image in the society. Especially their face, taking care of the skin face was regarded as a habit that is only done by women but in the 21st century, modern men are aware of their looking as women compare to previous decade. What we understand and what we need to understand is different when it comes to men. Women see problems in their skin, but most men don't. From childhood, males are taught the importance of grooming their hair but, other than cleansing, not their face. For most men, facial care is not introduced until they are already adults, and often as a problem-solution type of product according to Grant (2014). But lately men also began to realize the importance of maintaining the skin, it is because of unpredictable changes of weather, men needs to protecting their skin to avoid the impact of the environment, male skin is usually thicker, oilier and hairier than female skin and also easier affected by UV rays, environmental pollution, wind damage, and other factors because most of men worked in outside workplace. In recent days, men more aware of their appearances and want to be attractive. However, men with the nice face and the muscular body are not attractive women surely men with a healthy skin are more attractive to women than those with a manly face. There are many reasons drive men to use skin care product but the most important reasons are improving their skin and personal hygiene.

Men interest to buy skin care products showed in *www.indonesia-investment.com*, in 2015 the percentage of men purchase decision towards skin care product in Indonesia is about 13.5% compared to the previous year. That includes shopping for cologne to 68.2%, 16.6% of face cleaning products, shampoo 7.3%, 5.9 % liquid soap, hand and body lotion 1.5%, and moisturized face 0.6%. They dedicated time to look after of themselves. These numbers permit us to see clearly higher about men's interest toward skin care product. The best technique to keep their skin and appearance looking healthy, attractive, impressive, and youthful is to use exclusive quality beauty care products that are designed particularly for men skin, not women one. Unless men want to waste thousands of dollars in their life to buy an expensive product for their life.

In the past, men might be familiar to perfume deodorant and soap but now there are many kinds of skin care products available for men. Moreover, Space for male cosmetic and skin care products were limited to few products but now there are many kinds of skin care products available especially facial skin care for men such as facial foam for men, day and night cream, anti-aging cream, sun protection and etc.

There are so many different types of men's facial skin care product, The most popular Facial skin care product are Garnier, Ponds and Nivea. Those three products have their own strategies to attract the consumer, from the ingredients, packaging, advertisement and many more. There are also many options to choose what is the best skin care products depend on the criteria that influence the consumer needs and Consumer Purchase Decision to every Products.

In Manado, men's facial skin care products is rapidly increasing because most of stores in Manado provide men's facial skin care products. It is happened because most of male customers want to be good looking and have a healthy skin. This research will analyze three products of men's facial skin care in Manado (Ponds, Garnier and Nivea) with the criteria that can influence consumer purchase decision to select a facial skin care and try to find which facial skin care that meet male customers satisfaction the most and which criteria has influence the most male customers in selecting facial skin care. Based on background above, the aim of this research is to "Analytical Hierarchy Process (AHP) in Choosing Men's Facial Skin Care Products. A study of (Ponds, Garnier and Nivea)".

Research Objective

Based on the problem statement, the research objectives of this research are ;

1. To find out the most important criteria for men in choosing facial skin care products
2. To find out facial skin care products which is most desired by men.

THEORITICAL FRAMEWORK

Marketing

Marketing is about communicating the value of a product, service or brand to customers or consumers for the purpose of promoting or selling that product, service, or brand. The oldest – and perhaps simplest and most natural form of marketing – is 'word of mouth' (WOM) marketing, in which consumers convey their experiences of a product, service or brand in their day-to-day communications with others. These

communications can of course be either positive or negative. According to Kotler and Amrstrong (2012), goal of marketing is to attract new customer by promising superior value and to keep and grow current customers by delivering satisfaction.

Consumer Behavior

Kuester (2012), stated consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. McDaniel. Consumer behavior is the study of individuals, groups, or organizations and the process they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impact that these processes have on the consumer and society (Hawkins,2004).

Price

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others. Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Kotler, 2005).

Promotion

According to Kotler (2005), Promotion is the business of communicating with customers. It will provide information that will assist them in making a decision to purchase a product or service. No matter how big the budget, advertising can succeed only if advertisements gain attention and communicate well.

Quality

Shaharudin (2010), stated product quality is the most important factor for the selection in market environment where the level of competition is intense and price-competitive. However, it is difficult to meet the customers expectation on quality since their understanding is varied and inconsistent.

Packaging

Packaging is the combination of the science, technology, art and fashion to protect and keep the products to customers that involve with the considerations of products attribute, distribution, storage , use, sale, production, cost, public image, customers, etc. (Soroka, 2002).

Availability

Availability means the access to a product or brand in a store at the time of purchasing. The convenience of a product or brand has a great influence on the consumer buying behavior (Lin and Chang, 2003).

Product Variety

Ulrich and Randall (2001), defined product variety as the number of different versions of a product offered by a firm at a single point in time. Fisher (1999) stated that product variety can be defined in two dimensions: the breadth of the products that a firm offers at a given time and the rate at which the firm replaces existing products with new products.

Multi-Criteria Decision Making

Most decision making involves complicated procedures in which decision makers rank the alternatives of a choice according to multiple criteria (Saaty, 2008).

Previous Research

Shimpi (2012), explain about Factors Influencing Consumer Buying Decision for Male Cosmetics Products,among 50 male college-going students from the of age group ranging 16 to 26 years in Pune, Maharashtra. The data observed that tanning cream 26% was the first reason men to buy skin care products, followed by moisturizing cream 25%, thus taking both the categories to 51%. The remaining categories like Anti-wrinkle ,Facial Foam and other product categories are consumed to 49%. This study found that the use of cosmetics by male members is basically directed towards hygiene, price of the product and packaging. Social expectation taken into consideration in consumption of male cosmetics products. This article indicates that the

disagreement and poor impression received from the societal members positively impact the consumption of male cosmetics products. Cosmetics, as specially targeted for male members in India are used for enhancing the social value in terms of outwardly appearance of the individuals.

The third article found that Product experience impact factors consists of benefit, soap forms, impression after usage, whitening composition, anti-acne impact, anti-aging effect, fragrance, and product size affect (38.278%) influence to male consumers in purchasing facial wash product. Moreover, marketing offering factor which consists of variants, brand ambassador, and advertisement affect only (15.117%) influence to male consumers. Personal factors which are divided into two parts such as demography; age, occupation, domicile, monthly average expenditure, and personal values; sense of belonging, excitement, warm relationship with others, self-fulfillment, being well-respected, fun and enjoyment, security, honor and a sense of accomplishment positively influence male’s personal care consumption in facial wash products.

Khuong and Duyen (2016), explain about Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products in Ho Chi Minh City, Vietnam. They used Quantitative approach with questionnaire and distributed to 313 men in the age between 20-50 years old in HCM City. The study found that higher levels of skin’s health attention, body attraction, age and aging process, self-image, and cognition of using men skin care products would likely purchase more of men skin care products. In addition, the empirical results indicated that four personal factors of self-image, skin’s health attention, body attraction, and age and aging process had significant effects on male consumer purchase decision.

Research Frameworks

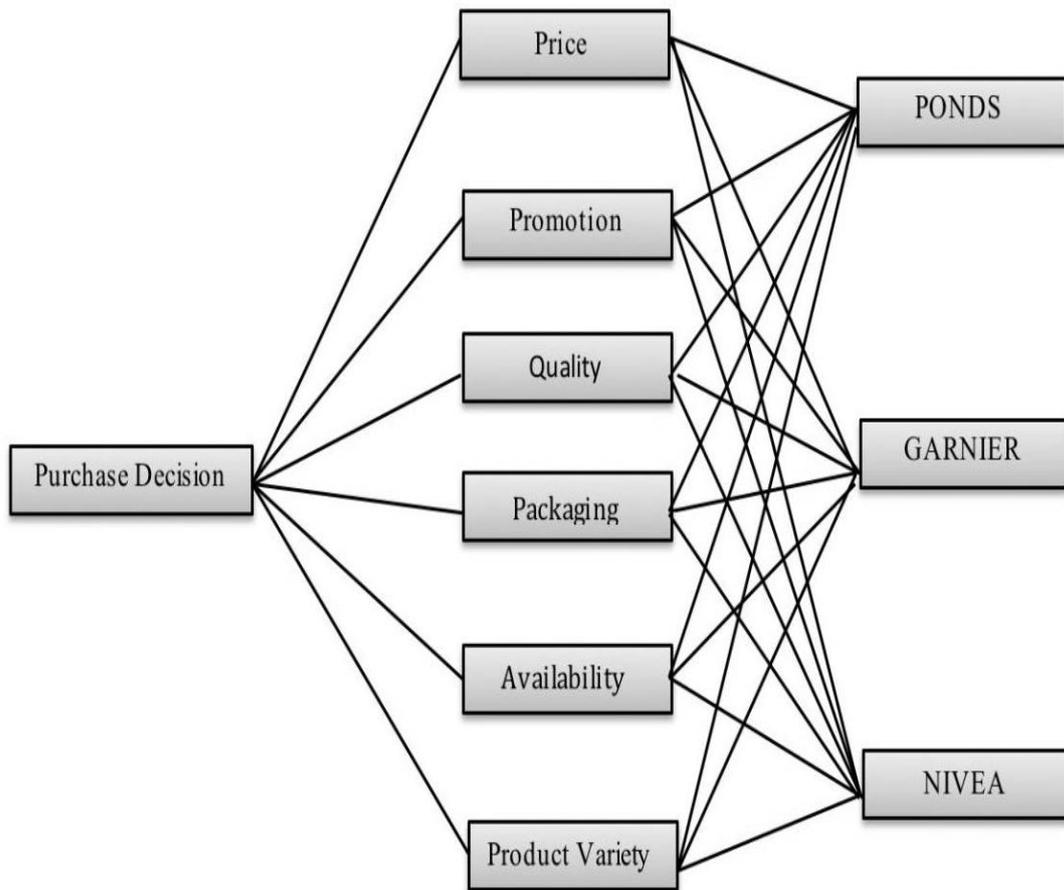


Figure 1. Decision making frameworks

RESEARCH METHODOLOGY

Type of Research

This research used quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2001). The method used in this research is Analytical Hierarchy Process (AHP)

Place and time of Research

This research was conducted in Sam Ratulangi University Manado. These research use male customer that have experienced using that three brands and also the potential customers as the respondent. This research was held from August- september 2016.

Population and Sample

Population in this research is Male student of Sam Ratulangi University that have experienced using the three brands. for calculate the sample size, this research used Slovin theory. Slovin's formula is :

$$n = N / (N \times e^2) + 1$$

n = sample size, N = Number of Population, e = Error

Because this research only conducted in Sam Ratulangi University with the target market male, based on 2012 unsrat dalam angka statistics, with the number of population as much as 3.117 male students. The error rate is set for 10%. Then, the sample size with the number of population of 3.117 is 99,541.000 or 100 respondent.

Data Collection Method

Data Collection Method The primary data used in this research is questionnaire that will be distributed to respondents in Manado. Secondary data in this research were used in the research background, literature review and research methodology.

Table 1. Operational Definition and Measurement of Research Variable.

Variables	Operational Definition
Price	Price is the amount of money paid by male costumers for a men's facial skin care.
Promotion	Promotion is the methods to sell facial skin care products to attract male consumers
Quality	The perception of the superiority or overall quality of a men's facial skin care with respect to its intended purpose.
Packaging	Packaging is the combination of the science, technology, art and fashion to protect and keep the products to male customers
Availability	Availability is the access to a product or brand in a store at the time of purchasing
Product Variety	product variety is the number of different versions of a product offered by a firm at a single point in time

Alternatives: Ponds, Garnier, and Nivea

Data Analysis Method

The Analytic Hierarchy Process (AHP) is due to Saaty (1987) and is often referred to, eponymously, as the Saaty method. It allows users to assess the relative weight of multiple criteria or multiple options against given criteria in an intuitive manner. In case quantitative ratings are not available, policy makers or assessors can still recognize whether one the criteria is more important than another. Therefore, pair wise comparisons are appealing to users. Saaty established a consistent way of converting such pair wise comparisons (X is more important than Y) into a set of numbers representing the relative priority of each of the criteria.

Table 2. Rating Scale

Intensity Of importance	Definition	Explanation
1	Equal importance	Two criterias contribute equally to the objective
3	Somewhat more Important	Experience and judgement slightly favour one over the other.
5	Much more Important	Experience and judgement strongly favour one over the other.
7	Very much more Important	Experience and judgement very strongly favour one over the other. Its importance is demonstrated in practice.
9	Absolutely more important.	The evidence favouring one over the other is of the highest possible validity.
2,4,6,8	Intermediate Values	When compromise is needed

Source: Data Processed, 2016

Taylor (2013:445) mentioned a summary of the mathematical steps used to arrive at the AHP-recommended decision :

1. Develop a pairwise comparison matrix for each decision alternatives (site) for each criterion.
2. Synthesization :
 - a. Sum the value in each column of the pairwise comparison matrices.
 - b. Divided each value in each column of the pairwise comparison matrices by the correspondent column sum-these are the normalized matrices.
 - c. Average the values in each row of the normalized matrices-these are the preference vectors.
 - d. Combine he vectors of preferences for each criterion (from step 2c) into one preference matrix that shows the preference for each site for each criterion.
3. Develop a pairwise comparison matrix for the criteria.
4. Compute the normalized matrix by dividing each value in each column of the matrix by the corresponding column sum.
5. Develop the preference vector by computing the row averages for the normalized matrix.
6. Compute an overall score for each decision alternative by multiplying the criteria preference vector (from step 5) by the criteria matrix (from step 2d).
7. Rank the decision alternatives, based on the magnitude on their scores computed in step 6..

RESULT AND DISCUSION

Table 3. Result of Overall Criteria

Product Variety	Availability	Packaging	Quality	Promotion	Price
0.05	0.08	0.11	0.15	0.23	0.46

Source: Data processed 2016

The highest score is price (0.46), it means that the factor that have influence the most male customer to buy facial skin care among the others criteria. The second is promotion (0.23), quality is in the third with score (0.15) followed by packaging (0.11) then availability with score (0.08) and product variety (0.05). The result indicates that price is the most important reason for consumer to buy the products. In general, the degree of consistency is satisfactory (acceptable) if consistency ratio < 0.10 . The consistency ratio of this result is 0.09. It means the data comparison in this result is valid and consistent.

Table 4. Result of AHP

Nivea	Garnier	Ponds
0.16	0.37	0.46

Source: Data processed 2016

Consumers choose Ponds as the most preferred facial skin care for among all alternatives. Ponds have the highest score with score (0.46), The second followed by Garnier with score (0.37), the last one followed by Nivea with score (0.16), In this result, the degree of overall consistency is satisfactory (acceptable) if consistency ratio < 0.10 . The consistency ratio of this result is (0.08), it means the data comparison in this result is valid and consistent.

Discussion

The overall criteria Price became the highest influence criteria because price is the one of benchmark for the consumers to buy a product, when the price in offer is cheap and affordable it will be attract the consumer purchase intention. Consumers will buying a facial skin care product with the right price. Price can be concerned as differentiation of products and brand image providing by the companies price is a big influence on buying decision making. Price has the highest score compared to the other six criteria, and being the most crucial criterion that preferred by respondents on influencing the consumer in selecting facial skin care product. For price ponds, garnier and nivea have the same price, approximately between Rp. 25.000 – Rp. 35.000, some of the consumer said they will buy the product even the price is expensive because they only see quality of the products. The respondents are those who have experienced on using three facial skin care products. So in this research, according to the respondents, price becomes the most preferred factor for the customer in selecting facial skin care product.

Second highest influence criteria is promotion. Promotion is one of the most important criteria for people when they are seeking for facial skin care product, with promotion it can reach more consumers. Promotion can influence consumer to buy facial skin care product, when the promotion is attractive and favorable automatically people will be interested to buy. For example many facial skin care companies using famous actress/actors as their commercial star because people will be more interesting if their favorite actress/actor using the same facial skin care product. In ponds they promote their products not only with commercial but also using technology such as ponds institute, their application “ponds beauty adviser”, garnier have promote their products using famous local artist and also they give the consumer the discount like “buy one get one free”, for nivea they promote their products using famous football player such as Sergio ramos.

The third position influence the customer to buy facial skin product is quality because people have seeking for a good quality when they want to buy a facial skin care product, with a good quality the product will be longer to use. Facial skin care product is one of cosmetics that are important to protect, maintaining the skin and also keep a healthy face, so the consumer are needed a facial skin care product that has good quality to keep their skin always healthy. According to consumer, ponds can get rid the pimple and also moisturizing skin, gives a nice brightness to the skin, has menthol and coffee bean extracts which smoothens the skin, and it is suitable for all skin types, consumer said garnier have salicylic acid feature which good for those who have acne prone skin or pimple problems, but some times can make skin really dry. For nivea they have really good ingredients, some of the products is useful for all skin type, however the consumer don't really like the scent in their product.

The fourth position followed by packaging. Packaging is the combination of the science, technology, art and fashion by the products to attract the customers. For example if the companies use small, clear, soft, pink, will be felt to be rather female than male. Moreover package for male product should not have something like flowers on bottle, it should be huge, dark, tough, hard, and blue, more manly. In packaging three products have same design the only one that difference is the colour of their packaging.

The fifth is availability, product availability is a one of customer loyalty. Consumer usually try to find the product that they want in general market, but if the product is not in the store consumer may choose other brand, that is why product availability is important factor to consumer to buy the products. Three of the product can be found in everywhere, consumer said they find the product even in small store even in online shop.

The last one is product variety, the variation of men's facial skin care products determine the consumer to choose the products, every products has a different advantages, so the variety of products is also important factor to choose what kind of facial skin care products that consumer want to buy. In ponds they have so many variety of products such as Ponds men pollution out, ponds acne solution, ponds energy charge and ponds men white boots, in garnier they have garnier men turbo light, garnier men oil control, garnier men acno fight. Nivea also have a lot of variety in their products such as nivea men whitening oil control, nivea men acne control, nivea men extra white, nivea men acne protect, nivea men oil attack + bright, and nivea men crème.

This research was designed to find out the consumer purchase decision in choosing men facial skin care product selection among three brands that are Ponds, Garnier and Nivea. The result obtained by using Analytical Hierarchy Process (AHP) as multi-criteria decision making (MCDM) method helps firms to face the complex options of alternative with various complex subjective criteria. This method is also is useful to define the strength and weakness of each facial skin care products based on the criteria. Below is the discussion and explanation based on the result of this. The respondents are people who have experience in using this three facial skin care products. The sampling design is purposive sampling. The sampling design is purposive sampling or judgement sampling is a non probability sampling technique which an experienced individual selects the sample based on his or her judgement about some appropriate characteristic required of the sample member. Purposive sampling is used when a study requires specific criteria for samples taken will be in accordance with the purpose of research and can solve research problems and can provide a more representative value.

Result of Analytical Hierarchy Process of Consumer Purchase Decision in Choosing Men Facial Skin Care Products

Based on the overall result of data analysis, consumer choose Ponds as the most preferred facial skin care product compared to the other alternatives. The highest consumer preferred is confirming by the result of pairwise comparison of all criteria. Ponds are highly chosen on five all of six criteria which are price, promotion, quality, packaging, availability and product quality. In terms of availability Ponds have below score than garnier. Based on it, Ponds has the highest score among all alternatives.

Price is the most preferred criteria in selecting facial skin care product, followed consecutively by promotion, quality, packaging, availability and product variety. For price ponds, garnier and nivea have the same price, approximately between Rp. 25.000 – Rp. 35.000, some of the consumer said they will buy the product even the price is expensive because they only see quality of the products. The respondents are those who have experienced on using three facial skin care products. So in this research, according to the respondents, price becomes the most preferred factor for the customer in selecting facial skin care product.

CONCLUSION AND RECOMMENDATION

Conclusions

1. Based on the overall result using Analytical Hierarchy Process (AHP) approach, show that Ponds is the most preferred facial skin care product chosen by the consumer, followed by Garnier and Nivea in the last position.
2. Price is the most preferred criteria in selecting facial skin care product, followed consecutively by promotion, quality, packaging, availability and product variety.

Recommendation

1. Garnier and Nivea must improve their product quality and many more regarding the criteria which are became their weakness to improve their market because Ponds almost dominates the best product in all priority criteria that make this facial skin care product be able to attract more consumer.

2. Price has important role in selecting facial skin care product. because price is the one of benchmark for the consumers to buy a product, when the price in offer is cheap and affordable it will be attract the consumer purchase intention.

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