



A Study on the Impact of E-Commerce Anchor Interaction Strategy on Consumers' Willingness to Continue to Buy

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Abstract. In this study combed the predecessors about the live webcast, electricity anchor, flow experience and perception can continue to purchase intention of the research and diagnostic basis, could be divided into language humor electricity anchor interaction strategy, responsive, display novel objective four dimensions, recommend, could be divided into flow experience, perceived consumer state two aspects can be diagnostic. Based on SOR theoretical framework, the mechanism model of the influence of e-commerce anchor interaction strategy on consumers' continuous purchase intention is constructed. Questionnaire survey and mathematical analysis were used to test the hypothesis. Empirical research found that both anchor interaction strategies had a positive impact on consumers' immersion experience and it had a positive impact on consumers' continuous purchase intention. Consumer immersion experience plays a mediating role between anchor interaction strategy and consumers' intention to keep buying. The research results provide some reference for e-commerce live broadcast merchants and anchor training institutions, and help merchants and anchor training institutions understand the process of psychological changes and the formation of continuous purchase intention in the live broadcast room, and realize the importance of anchor interaction strategies, so as to carry out targeted professional training for anchors.

Keywords: E-commerce live broadcasting · anchor interaction strategy · immersive experience · continuous purchase willingness

1 Introduction

With the continuous development of Internet technology, the live broadcasting industry has expanded by leaps and bounds in just a few years. According to iiMedia Research data, the scale of online live broadcast users in China in 2020 is 587 million people, and it will continue to be in a growth trend in the future, and it is expected that by 2021, the scale of online live broadcast users in China will reach 660 million people. At the same time, online live broadcasting continues to penetrate into all walks of life, and the "live broadcast +" boom has emerged, and the form of live broadcast content has been continuously enriched and improved, which has further attracted users to pour into the live broadcast room. Mobile devices are also constantly improving, no longer

limited by time and space, anyone can watch live broadcasts anytime, anywhere, can also be live, the era of online live broadcasting has arrived. In the “China Internet Consumption Ecological Big Data” released in 2019, it has been shown that the sales of online physical goods account for 19.5% of total sales, indicating that consumers are becoming more accustomed to buying goods through the Internet. As an important form of online shopping, e-commerce live broadcasting plays an important role. As the anchor of the core of e-commerce live broadcasting, the interactive attributes are constantly being tapped.

In order to explore the influence mechanism of e-commerce anchor interaction strategy on consumers' continuous purchase intention, this study takes SOR theory as the framework, constructs a research model based on immersion theory and clue theory, and verifies the impact of anchor interaction strategy including humorous language, timely response, novel display and objective recommendation on immersive experience, perceptual diagnosability and continuous purchase willingness through questionnaire empirical methods, so as to help enrich the research related to e-commerce anchors and provide practical leadership for live broadcasting enterprises and anchor training.

2 Theoretical Background

The SOR theoretical model is the key theory of modern cognitive psychology. Bagozzi (1986) pointed out that stimuli are things that stimulate action, and Eroglu (2001) believed that the term organism refers to the internal processes and structures between stimuli and the responses that are eventually emitted, and the internal processes and structures include cognition and emotion, and responses refer to outcome responses such as attitude and behavioral responses. Donan and Rossiter (1982) were the first to apply the SOR theory to shopping situations, pointing out that the environmental characteristics of traditional offline stores affect consumers' intrinsic emotional state and use this to promote consumer purchase behavior. In recent years, with the rise of e-commerce live broadcasting, scholars have applied SOR theory to the e-commerce live broadcasting situation, but in the existing research, scholars have focused on the characteristics of live shopping and information characteristics, treating them as stimuli to analyze the impact on consumer behavior, and lack of research on the anchor itself and the interaction strategy as a stimulus, so this paper uses the SOR theory framework as a framework to explain the impact of the anchor interaction strategy on consumers' continuous purchase intentions.

An immersion experience is a state of mind in which an individual is immersed in the right challenges, to the point of forgetting the passage of time and losing self-awareness, and this state of mind is often accompanied by a positive emotional experience of enjoyment and pleasure. Csikszentmihalyi also proposes that immersive experiences have the following characteristics: defined goals, real-time responses, combination of behavior and consciousness, matching tasks and abilities, control, loss of self-awareness, time forgetting, concentration of attention, and corresponding experiences. Hoffman and Novak (2000) first introduced immersion theory into the network environment and used it to explain the corresponding behavior, after which other scholars have also begun to study the immersion experience in the network environment. They believe that Koufairs

used the perceptual control, pleasure, attention and other factors in the immersion theory to study the online consumer's unplanned purchase behavior and return visit willingness.

Chen et al. (2020) divide the interaction in the online live shopping model into three types: consumer and website, consumer and seller, and consumer interaction. Wu (2020) and Meng (2020) conduct targeted research on live marketing interaction from different perspectives such as communication style, scene atmosphere and information characteristics, and lack of integrated research on live marketing interaction strategies. The research of Fan et al. (2020) focused on the interactive characteristics of mobile video live broadcasting, and did not study the interaction strategy. Therefore, it is necessary to conduct research on the interaction strategy of anchors to fill in the blanks of the research.

Reviewing the research on the interactive perspective in the live broadcast context, the gap in the research on the interaction strategy of the anchor in the existing research is found, and the research perspective of this paper is clarified. With reference to the research related to interaction, the concept of interaction strategy of e-commerce anchors is proposed. Because there are fewer divisions of interaction strategy dimensions in the literature, this paper reviews the interaction attribute dimension and the interactive strategy elements in the live broadcast context, and proposes the dimension of the interaction strategy of e-commerce anchors in combination with the current situation of e-commerce live broadcasting, so as to study its impact on consumer behavior as an independent variable.

3 Research Hypothesis

3.1 Anchor's Interaction Strategy and Consumer's Continuous Purchase

Online shopping is a process of social interaction, in which users obtain useful information and achieve self-efficacy improvement in the process of participating in the interaction, thereby enhancing the continuous participation behavior of individuals (Wei 2021). E-commerce live streaming has realized the transformation from pictures to real-time video, and the real-time interaction between anchors and consumers has upgraded consumers' multi-sensory experience. Zhang (2021) proved that the interactive characteristics of the e-commerce live broadcast model affect consumers' willingness to buy. Wei (2021) proves from the perspective of information interaction that the real-time interactive characteristics of e-commerce live broadcasting have a positive impact on user participation behavior. In e-commerce live streaming, anchors try to attract the attention of the audience and stimulate their consumption. Live online streaming can not only be considered as a "sale" of a product or service offered by a streamer, but also as an advertisement. Streamers are used to selling themselves and attracting viewers. Advertising is a persuasive stimulus (Bart 2014). Therefore, live broadcasting can also play an advertising stimulus role and be convincing. In the marketing literature, a recognized advertising stimulus is humor. Humorous language can attract people's attention to information and promote information processing. Increased attention may enhance understanding, concessions, retention, and action on information. In addition, the appeal of humor may activate arousal, leading to positive effects (Lammers 1983).

Previous literature has also shown that humor can serve as a reward, which in turn influences persuasion and willingness to buy (Markiewicz 1974). Luo (2020) proposed that the timely feedback of the anchor during the live broadcast process helps consumers obtain the necessary information, which can enable consumers to stay in the live broadcast room and finally make a purchase decision. Han (2020) proves that the innovative display methods and professional objective recommendations of anchors will positively affect consumers' willingness to buy. Anchors adopt corresponding interactive strategies to help consumers learn more and reduce perceived risks, while also greatly improving consumers' purchase experience, attracting consumers to watch live broadcasts and generating continuous purchase intentions. Therefore:

H1: The anchor interaction strategy is positively influencing consumers' willingness to continue to buy.

H1a: The anchor's humorous language strategy will positively affect consumers' willingness to continue to buy.

H1b: The anchor's timely response strategy will positively affect consumers' willingness to continue to buy.

H1c: The anchor's novel display strategy will positively affect consumers' willingness to continue to buy.

H1d: The anchor's objective recommendation strategy will positively affect consumers' willingness to continue to buy.

3.2 Anchor Interaction Strategy and Consumer Immersion Experience

The continuous development of information technology will promote the generation of user flow experience in the process of social media use. Van (2012) proposed that the improvement of the interactivity of website shopping will help consumers speed up information processing and help form a streaming experience. Information is exchanged in a variety of ways to form an interaction (Hoffman 2009). In the context of live shopping, the anchor passes information to the user through product introduction, recommendation, etc. Novak (2009) demonstrated that when an individual interacts continuously with a machine on the web, it is easy for individuals to lose self-awareness and enjoy it, demonstrating that an individual's immersion experience increases with increasing interactivity. Entertainment may be a core need that drives people to use social media. Chen and Lin (2018) proposes that entertainment can help users escape reality for a short time while using social media while gaining a sense of pleasure. Advertising research has elaborated on how humor appeal shapes people's behavior by meeting people's need for entertainment (Whiting and Williams 2013). The appeal of humor, people tend to experience pleasure and emotional release (Spielmann 2014). In live interactions, the use of humorous language by anchors creates a sense of pleasure for consumers, and Webster (1993) found that when the pleasure reaches a certain level, the user naturally enters a state of immersion. Responsiveness contributes to high-quality interpersonal communication in live streams. The process of responding in a timely manner makes the audience feel that the anchor is approachable. They are free to pass on their thoughts and information in real time. At the same time, the streamer can get feedback from the audience and react at the same time. The efficiency, interaction, and proactive control

experienced by the audience improves the quality of interactions and produces good attitudes (Chiang and Hsiao 2015). In addition, responsiveness can increase the perceived value of viewers to live broadcasts (Bao 2016). Streamers can show that they care about the expectations of their audience and act on their demands. Favorable attitudes such as satisfaction or fun may increase audience loyalty and motivate them to keep watching. Zheng (2020) has demonstrated through research that responsiveness and responsiveness help consumers enter a state of immersion. Ching (2013) believes that e-commerce live shopping can convey information to consumers through a variety of combinations such as sound and image compared with the traditional way of static display of goods through online shopping, which is more vivid. On this basis, Han (2020) e-commerce anchors can use live broadcast technology to display goods to consumers in innovative ways, changing the traditional way of being dull and unisive, which can greatly stimulate consumers' senses and attract consumers' interest. Vivid image information transmission methods can help consumers enhance their sense of pleasure and immerse themselves in the product display scenes created by anchors, so that consumers can feel immersed (Yim 2017). Liu (2015) analyzes the recommendation model of opinion leaders and proposes that opinion leaders should pay attention to both objectivity and professionalism when recommending. In the shopping live broadcast room, the anchor will provide consumers with objective and professional recommendations and suggestions based on professional knowledge to meet the needs of consumers to obtain information in the live broadcast room, so consumers will focus on the live broadcast room, which is conducive to consumers entering an immersive state (Dong and Wang 2018). Han (2020) also proved through research that the recommended characteristics of anchors will positively affect consumer excitement. Therefore:

H2: The anchor interaction strategy is positively influencing consumers' willingness to continue to buy.

H2a: The anchor's humor language strategy will positively affect consumers' immersion experience.

H2b: The anchor's timely response strategy will positively affect consumers' immersion experience.

H2c: The anchor's novel display strategy will positively affect consumers' immersion experience.

H2d: The anchor's objective recommendation strategy will positively affect consumers' immersion experience.

3.3 Consumer Immersion and Consumers' Continuous Purchase

Immersion experiences can help individuals enhance their sense of pleasure (Bowman 1982), which plays an important role in the formation of consumers' willingness to buy, that is, consumers feel interested in the live broadcast room, forming a sense of pleasure in the live broadcast room, which will help consumers make online consumption decisions (Jarvenpaa 1996). Koufairs (2002) demonstrated that the degree to which consumers get a sense of fun in an online environment helps them to have a good consumer experience, and that a good consumer experience makes consumers more willing to make purchases. Yim (2017) proposed that when consumers are in an immersive state, they will focus

more attention on the live shopping room, and at the same time, they can concentrate on listening to the anchor to explain information about the function and price of the product, help to obtain a sense of value for the product (Fang 2018), and finally make a purchase decision. Gao et al. (2015) have shown in past research that immersive experiences often co-exist with users' positive behaviors, including increased user stickiness and customer loyalty, as well as interaction behaviors. In the context of e-commerce live shopping, after consumers enter an immersive state, they will continue to enhance their sense of pleasure and help consumers make continuous purchase behaviors. Therefore:

H3: Consumers' immersion experience will positively influence their willingness to continue buying.

4 Research Methods

The study selected consumers on social e-commerce platforms as the research object, and used mature predecessors' mature scales. There are a total of 26 questions in the measurement question section, including seven variables including the host's interaction strategy (humorous language, timely response, novel display, objective recommendation), consumer intrinsic state (immersive experience), and continuous purchase intention. All scales were measured in the form of a Likert5 scale, with 1–5 representing "very disagreeable" to "very agreeable" respectively, and the questionnaire was filled out in accordance with its own real situation. The basic information section includes the respondent's gender, age group, education level, occupation, and monthly income.

5 Data Analysis and Hypothesis Testing

5.1 Research Model

By reviewing the relevant literature, based on the SOR theoretical framework, this paper uses immersion theory to construct a research model on the consumer viewing experience and consumers' continuous purchase intention based on the interaction strategy of e-commerce anchors, which is shown in Fig. 1.

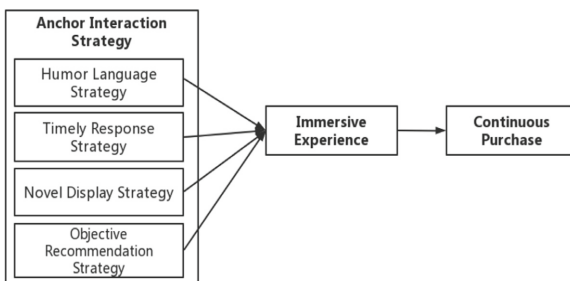


Fig. 1. Research model

Table 1. Reliability test

Variable metrics	Cronbach's α value
humorous language	0.937
timely response	0.939
novel display	0.933
objective recommendation	0.916
immersive experience	0.894
continuous purchase	0.934

5.2 Exploratory Factor Analysis

Before conducting a formal questionnaire survey, this article conducts a small-scale questionnaire survey to ensure the rationality and reliability of the survey questionnaire. In this paper, 130 small-scale questionnaires were distributed, of which 106 were valid questionnaires, and the data were analyzed by SPSS26.0. Cronbach's α values for the questionnaire as a whole are shown in Table 1. Cronbach's α coefficient value greater than or equal to 0.8 corresponds to a high reliability, and the results show that the consistency of the observational indicators is better. The 26 measurement items are divided into 7 types of factors by factor rotation, and the corresponding factor loads of each question are much greater than 0.5, and there are no results of excessive double factor loading, so it can be considered that the measurement scale of this study has a high validity. In this paper, the 336 sample data obtained were tested for reliability and validity to ensure that the measurement scale was logical, credible, and valid, and then the data analysis was performed.

By calculating the questionnaire correlation coefficient matrix, the calculated correlation coefficient value is generally greater than 0.5; secondly, the KMO and Bartlett tests show that the value of KMO is 0.982, the approximate chi-square value of Bartlett is 8881.083, and the p-value is less than 0.001, which proves that the data have a high correlation and is suitable for factor analysis. The maximum variance method factor rotation was used to test the structure validity of the questionnaire, and the standard factor loading coefficient of each observation variable was basically greater than 0.7, which proved that the structural validity of each potential variable was good.

5.3 Hypothetical Test

5.3.1 Regression Analysis of Anchor Interaction Strategies, Consumer Immersion Experiences to Continuous Purchase Intentions

In this study, a step-by-step regression analysis method is used to examine the interaction strategy of e-commerce anchors (humorous language strategy, timely response strategy, novel display strategy, objective recommendation strategy) and the influence of consumer immersion experience on continuous purchase intention. The regression results are shown in Table 2. According to the results of model 2, the humorous language strategy positively affects the willingness to continue to buy and significantly (β

Table 2. Regression of independent and mediating variables to dependent variables

Variable name	Continuous Purchase					
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Gender	-0.004	0.000	-0.014	0.035	0.008	0.000
Age groups	0.377***	0.273***	0.245***	0.200***	0.265***	0.328***
Educational Attainment	0.108**	0.105**	0.110**	0.077	0.126**	0.096**
Occupation	0.106*	0.068	0.061	0.078*	0.075	0.101
Monthly Income	0.049	0.044	-0.004	0.001	0.037	0.023
Humorous language		0.199***				
Timely Response			0.353***			
Novel Display				0.414***		
Objective Recommendation					0.229***	
Immersion Experiences						0.259***
F	19.616***	21.814***	31.128***	38.929***	22.971***	22.592***
R2	0.229	0.285	0.362	0.415	0.295	0.292
$\Delta R2$		0.056	0.133	0.186	0.066	0.063

= 0.199, $p < 0.01$), so H1a is verified. According to the results of model 3, the timely response strategy positively affects the consumer's willingness to continue to buy and significantly ($\beta = 0.353$, $p < 0.01$), so H1b is verified. According to the results of model 4, the novel display strategy positively affects the consumer's willingness to continue to buy and significantly ($\beta = 0.414$, $p < 0.01$), so H1c is verified. According to the results of model 5, the objective recommendation strategy positively affects the consumer's willingness to continue to buy and significantly ($\beta = 0.229$, $p < 0.01$), so H1d is verified. According to the results of model 6, the immersive experience positively affects the consumer's desire to continue to buy and significantly ($\beta = 0.259$, $p < 0.01$), so H4 is verified.

5.3.2 Regression Analysis of Anchor Interaction Strategies to Consumer Immersion Experiences

This study uses a step-by-step regression analysis method to examine the influence of e-commerce anchor interaction strategies (humorous language strategy, timely response strategy, novel display strategy, objective recommendation strategy) on consumer immersion experience. The regression results are shown in Table 3. According to the results of model 2, the humor language strategy positively affects the immersion experience and significantly ($\beta = 0.112$, $p < 0.05$), so H2a is verified. According to the results of

Table 3. Regression analysis of independent and mediating variables

Variable name	Immersion Experiences				
	Model 1	Model 2	Model 3	Model 4	Model 5
Gender	-0.015	-0.029	-0.037	-.019	-0.024
Age Groups	0.188***	0.154**	0.138**	0.139**	0.147**
Educational Attainment	0.045	0.067	0.070	0.065	0.079
Occupation	0.019	-0.004	-0.008	0.003	-0.000
Monthly Income	0.098	0.083	0.056	0.066	0.079*
Humorous language		0.112**			
Timely Response			0.199***		
Novel Display				0.140**	
Objective Recommendation					0.143***
F	4.877***	4.779***	5.797***	4.881***	5.0570***
R2	0.069	0.093	0.110	0.094	0.097
$\Delta R2$		0.024	0.041	0.025	0.028

model 3, the just-in-time response strategy positively affects the immersion experience and is significant ($\beta = 0.199$, $p < 0.01$), so H2b is verified. According to the results of model 4, the novel presentation strategy positively affects the immersive experience and significantly ($\beta = 0.140$, $p < 0.05$), so H2c is verified. According to the results of model 5, the objective recommendation strategy positively affects the immersion experience and is significant ($\beta = 0.143$, $p < 0.01$), so H2d is validated.

6 Conclusions and Prospects

6.1 Analysis Conclusion

Humorous language strategies, timely response strategies, novel display strategies, and objective recommendation strategies have a positive impact on the willingness to continue to buy. Novel display strategies, objective recommendation strategies have a positive impact on the immersive experience. Immersive experiences have a positive impact on continued purchase intentions. The use of humorous language by anchors can be a good stimulus to attract consumers' attention to information, promote information processing, and increase consumers' willingness to continue watching and buying in the live broadcast room. Consumers ask the anchor about the relevant information about the product in the live broadcast room, and the anchor's timely feedback helps consumers obtain the necessary information, which can make consumers feel that the anchor cares about the expectations of the audience, and acts according to the requirements of the audience to help improve consumer satisfaction, and finally form loyalty and make continuous purchase behavior. The anchor uses a novel way to display the introduced products during the live broadcast, consumers will be attracted out of curiosity, and at

the same time, comprehensively and objectively recommend the products, increase the trust of consumers and help consumers make continuous purchase decisions.

The anchor uses innovative ways to display and introduce products, and the vivid image of information transmission can help consumers enhance their sense of pleasure, immerse themselves in the product display scene created by the anchor, and also convey useful product information to consumers; according to professional knowledge, comprehensively and objectively recommend products and provide suggestions to consumers, consumers will unconsciously concentrate on obtaining information in the live broadcast room. The anchor adopts humorous language, timely response strategy, novel display strategy, and objectively recommended interactive strategy to make consumers feel happy, stay in the live broadcast room to watch the live broadcast, and provide multi-dimensional ways to deliver information that can help consumers make purchase decisions.

6.2 Research Contribution

Based on the framework of SOR theory, this study uses immersion theory and clue theory to construct a mechanism model of the influence mechanism of e-commerce anchor interaction strategy on consumers' internal psychological state and continuous purchase intention, and conducts preliminary exploration research, and makes the following theoretical contributions.

Based on the dimension division of interactivity in different fields and the characteristics of anchors, and combined with the characteristics of live broadcast scenes, this study divides the interaction strategies of e-commerce anchors in the live broadcast process into four dimensions: humorous language strategy, timely response, novel display, and objective recommendation, and proves its impact on consumers' continuous purchase intentions.

Based on the SOR theory framework, the research model is constructed, and based on the immersion theory, the immersive experience is introduced, and the internal psychological state of consumers when watching live broadcasts is analyzed from the emotional point of view, and its impact on the continuous purchase intention is analyzed, which enriches the applicable scenarios of SOR theory and immersion theory, and also provides a systematic and comprehensive theoretical analysis framework for online live broadcast research.

6.3 Management Inspiration

This study has a practical significance for the rational use of interactive strategies by e-commerce live streaming merchants and anchors to attract consumers to watch and purchase goods. The management implications of this article are as follows:

Merchants and MCN anchor training incubators. Recognizing the importance of anchor interaction skills, this study verifies the positive impact of anchor interaction strategies on consumers' willingness to continue to buy, anchor training institutions can improve training methods, conduct professional training on anchor interaction skills, improve consumers' experience when watching live broadcasts, increase consumer stickiness, and truly cultivate professional anchors that meet consumer needs.

Consumer. This study confirms how host interaction strategies affect consumers' intrinsic psychological state and purchasing behavior. Through research, consumers can understand the reasons for their inner emotional changes and purchase behavior during the process of watching shopping live broadcasts, which can enable consumers to make rational purchase decisions.

6.4 Limitations and Future Research

In this paper, 336 valid questionnaires were collected and the analysis was continued according to the collected data. Meanwhile, according to the sample data, most of them were students, so there may be some limitations in sample size and sample representativeness, which may affect the research results. Secondly, this paper distributed questionnaires and collected samples through the online questionnaire survey platform, and did not obtain data through the offline paper version of the questionnaire. The sample acquisition method was too simple. This paper constructs the model from the perspective of anchor interaction strategy. There are many factors that affect consumers' inner psychological state and continuous purchase intention, and the variables selected in this paper cannot be comprehensively investigated. At the same time, consumers' continuous purchase behavior in the live broadcast room may also be affected by their own environment, live broadcast interface design and other factors, so there are certain limitations in the selection of variables in this paper.

In the future, consideration can be given to adding regulatory variables such as consumer personal traits or anchor types to study the effect of regulatory effects on the research model.

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