



Brand Placement Effectiveness on TV Series Moderated by Identification with Characters

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Abstract. Brand placement has become an emerging marketing tactic considering its approach to persuading a broader audience in a more natural way without openly coming across as an advertisement directly targeted to them. This paper describes how brand placement can be an effective strategy by measuring key indicators such as brand placement memory, brand salience, attitude toward the brand, and behavioral intention. By using the SEM method, this study inspects how Indonesian brand placement strategy in an international drama affected Indonesian audiences. Furthermore, we suggest that level of connectedness between an audience and their identification with character might a significant moderating variable for brand placement's effectiveness – which was very limited in previous research. The case study for this research is Kopiko's brand placement strategy for the popular Korean drama “Vincenzo”, with 606 audiences surveyed as respondents. The result concludes that brand placement exposure positively affected the audience's brand placement memory, brand attitude, and behavioral intention – but did not affect brand salience. We also find that the more they identify with the character, the stronger the impact. Finally, this study provides insights for marketers to make the most out of this marketing strategy, both effectively and efficiently.

Keywords: Behavioral intention · Brand attitude · Brand placement · Brand placement memory · Brand salience · Digital marketing · Identification with character · Product placement

1 Introduction

Along with the rapid technological development nowadays, businesses are striving to carry out various marketing strategies to sell their products by understanding consumers' needs and desires, which are constantly changing. One that is increasingly being used is brand placement, which is an innovative marketing communication strategy by incorporating brands into films or other commercial media [1]. The popularity of using brand placements among marketers is because of its approach to reaching a wider audience with 'hidden' persuasive intentions [1]. The phenomenon here is that one of Indonesia's candy brands, Kopiko, showed up in an A class global level drama such as Vincenzo. Kopiko is a pioneer of coffee-based candy with original Indonesian coffee extract which has been produced for more than 39 years [3]. Kopiko products appeared in three Vincenzo episodes, namely in the 14th episode (for 20 s), the 15th episode (for 23 s), and the

17th episode (for 31 s). Because appearances from Indonesian brands in international TV shows are arguably rare, this placement certainly creates various impressions from the Indonesian audience themselves.

This research includes variables such as brand placement exposure, brand placement memory, brand salience, brand attitude, behavioral intention, and identification with character as the moderator. Brand placement memory is one of the consumer's initial responses when exposed to brand placement. Brand placement memory is considered the primary indicator of brand placement effectiveness [2]. The effect of brand placement on human memory can be measured through brand recall and brand recognition of the placed brand [4]. Therefore, brand placement memory is also known as brand recall, which is one of the stages of brand awareness. In the brand recall stage, consumers are able to remember a brand when they think of a certain category.

Due to various results of some previous related studies, researchers believed that brand placement effects on recognition have not been concluded [4]. Therefore, brand salience is also commonly used to measure the effectiveness of brand placement. The definition of brand salience according to Romaniuk and Sharp [5] is the tendency of a brand to appear in the minds of consumers when they are facing a buying situation. It means brand salience is also related to consumers' awareness of a brand. This reflects in the quantity (how much) and quality (how relevant) of the brand information that exists in consumers' memory, also known as the share of mind of the brand [5].

Brand attitude is one of the affective responses of brand placement, namely the level of consumer liking created for a brand [2]. It means that brand attitude is a depiction of consumers' attitudes toward assessing or evaluating a brand. In addition, to describe a positive or negative attitude towards brand evaluation, attitudes also reflect the consumers' intention to agree or disagree [6]. When a brand is prominently shown during a scene, viewers are incentivized to view it favorably, especially if the brand is related to the plot [6].

The last outcome of brand placement is the behavioral intention, which is the conative response from the brand placement that leads to consumer behavior. According to Babin, et al. [2], consumer behavior is influenced by behavioral intentions, and the stronger the intention to engage in a behavior, the more likely it is that the conduct will be carried out. According to Andriasova [4], previous research proved that the consumers' desire to buy the placed brands was higher than the others that were not. Respondents were asked about their behavior after getting exposed to a brand placement through four statements, that is 1) to search for a brand after seeing it on a program, 2) to use a product from the brand after seeing it on a program, 3) to stop using a product from the brand after seeing it on a program, and 4) the desire to purchase a product after watching it on screen; and according to the study, consumers are more likely to consume a brand when they have a favorable perception of it, whereas the opposite is true when they have a bad perception [4].

Lastly, to measure the effectiveness of brand placements, previous researchers commonly used placement characteristics as a moderating variable for its effectiveness. According to Natarajan, et al. [1], the character of the audience and their connectedness to a program may be an important variable to moderate the effect of brand placement. Identification with characters is considered a crucial factor in creating influence through

the media because viewers can build a connection or relationship with the program content and the characters in it [1]. According to Natarajan, et al. [1], identification is defined as the audience's process of perceiving the identity of a persona that exists during and after media consumption, where they begin to assume the identity of that persona by adopting or having the same attitudes, values, beliefs, and behavior. Previous research has also proven that the presence of the main actor along with the brand displayed increases the recall and recognition of the brand placement [4].

2 Methods

The model used in this research will be based on previous research conducted by Babin, et al. [2] and Natarajan, et al. [1]. Several studies on the effectiveness of brand placement have offered substantial evidence regarding brand placement memory and demonstrated a strong positive effect of brand placement on brand placement memory [2]. Based on this statement, the first hypothesis is built as follows:

H1: Brand placement has a positive effect on brand placement memory

In addition to brand placement memory, brand placement can also produce other effects on the audience cognitively, affectively, and conatively. Cognitively, brand salience is a variable studied in Babin, et al. [2] whereas previous research used top-of-mind recall to measure brand salience. Effectively, the effectiveness of brand placement is measured using the results of attitudes and the level of audience preference for the brand. Although the results obtained by several previous studies have varied, the effect of brand placement on brand attitude tends to be positive [2]. Conatively, previous research has examined whether brand placement can influence consumer behavior, and persuasion theories support the statement that brand placement can have a positive effect on consumers' buying intentions [2]. Based on this statement, the second hypothesis is built as follows:

H2a: Brand placement has a positive effect on brand salience

H2b: Brand placement has a positive effect on brand attitude

H2c: Brand placement has a positive effect on behavioral intention

Brand placement can have a favorable impact on brand salience, brand attitude, and behavioral intention, according to research by Babin, et al. [2], although the impact is indirect. It is stated that brand placement memory, the primary metric used to gauge the success of brand placement, is thought to act as a mediating factor between brand placement and other audience reactions. Based on this statement, the third hypothesis is built as follows:

H3a: Brand placement memory has a positive effect on brand salience

H3b: Brand placement memory has a positive effect on brand attitude

H3c: Brand placement memory has a positive effect on behavioral intention.

While previous research conducted by Babin, et al. [2] used several moderating variables such as brand placement characteristics, the degree of individual connectedness to the program's content, plot, or character can be a moderating variable for brand

placement efficacy, according to the statement that distinctions in individual narrative experiences may also moderate consumer responses [2]. Based on this statement, the fourth hypothesis is built as follows:

H4a: Identification with character strengthens brand placement effect toward brand placement memory.

H4b: Identification with character strengthens brand placement effect towards brand salience.

H4c: Identification with character strengthens brand placement effect towards brand attitude.

H4d: Identification with character strengthen brand placement effect towards behavioral intention.

Figure 1 show model research as follow:

The data collection technique used was through the distribution of the questionnaire. It includes screening questions and core questions, which consist of closed questions and fill-in questions. We used participants that meet the criteria – Indonesian people who have already watched the serial drama “Vincenzo”. The sample was determined based on the SEM method, where the minimum number of respondents depends on indicators and variables multiplied by five, and in this study, the minimum amount of respondents needed is 190.

After the wording test and pre-test are done, a total of 631 respondents were gathered for the data processing step. Descriptive analytics was undertaken to see the relevance of the answers and how they were distributed. These data will then give us a general perspective to indicate the tendencies of the study and will continue to the next step of the SEM method which will be conducted through AMOS software, with the intention to figure out the interconnections between the variables. In this research, moderating variable test will be conducted using Moderated Regression Analysis (MRA) because the moderating variable (identification with the character) including interaction – it was measured by the Likert scale.

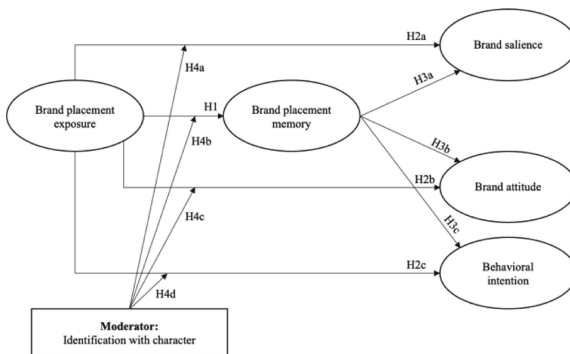


Fig. 1. Research Model

3 Result and Discussion

3.1 Result

After the normality test was conducted, 25 respondents are detected as outliers, therefore it was deleted – so a total of 606 data respondents were used for the main-test data processing. The 606 data respondents were analyzed using SEM method, whereas the analysis has passed the measurement, structural model evaluation, and met the criteria of goodness of fit (GoF) as shown by Table 1.

The findings are as shown by Table 2.

Regression Weights: (Group number 1 - Default model).

H1: Brand placement exposure has a positive effect on brand placement memory (SUPPORTED)

The result showed that the first hypothesis is supported, meaning the exposure of Kopiko's brand placement on "Vincenzo" has a significant positive effect on audience's brand placement memory – which is the primary indicator of brand placement effectiveness.

Table 1. Goodness-of-fit test

GoF	Cutoff Value	Result	Notes
GFI	$GFI \geq 0,90 = \text{good fit}$	0,927	<i>Good fit</i>
	$0,80 \leq GFI < 0,90 = \text{marginal fit}$		
RMR	$RMR \leq 0,05 = \text{good fit}$	0,20	<i>Marginal fit</i>
RMSEA	$RMSEA < 0,05 = \text{good fit}$	0,048	<i>Good fit</i>
	$0,08 \leq RMSEA \leq 0,10 = \text{marginal fit}$		
	$RMSEA > 0,10 = \text{poor fit}$		
TLI	$TLI \geq 0,90 = \text{good fit}$	0,978	<i>Good fit</i>
	$0,80 \leq TLI < 0,90 = \text{marginal fit}$		
NFI	$NFI \geq 0,90 = \text{good fit}$	0,968	<i>Good fit</i>
	$0,80 \leq NFI < 0,90 = \text{marginal fit}$		
AGFI	$AGFI \geq 0,90 = \text{good fit}$	0,909	<i>Good fit</i>
	$0,80 \leq AGFI < 0,90 = \text{marginal fit}$		
RFI	$RFI \geq 0,90 = \text{good fit}$	0,963	<i>Good fit</i>
	$0,80 \leq RFI < 0,90 = \text{marginal fit}$		
IFI	$IFI \geq 0,90 = \text{good fit}$	0,981	<i>Good fit</i>
	$0,80 \leq IFI < 0,90 = \text{marginal fit}$		
CFI	$CFI \geq 0,90 = \text{good fit}$	0,981	<i>Good fit</i>
	$0,80 \leq CFI < 0,90 = \text{marginal fit}$		
CMIN/DF	$CMIN/DF \leq 2,0 = \text{good fit}$	2,373	<i>Marginal fit</i>

Table 2. Direct effect hypotheses test

			Estimate	S.E.	C.R.	P	Label
BPM	←	BPE	.173	.074	2.330	.020	par_15
BPM	←	IC	.691	.073	9.432	***	par_24
BS	←	BPM	.529	.061	8.628	***	par_14
BS	←	BPE	.111	.069	1.616	.106	par_16
BA	←	BPE	.212	.057	3.736	***	par_17
BI	←	BPE	.181	.051	3.564	***	par_18
BS	←	IC	.302	.080	3.786	***	par_25
BA	←	IC	.533	.066	8.070	***	par_26
BI	←	IC	.669	.061	10.977	***	par_27
BA	←	BPM	.168	.048	3.511	***	par_29
BI	←	BPM	.171	.043	3.955	***	par_30
BPE1	←	BPE	1.000				
BPE2	←	BPE	1.046	.032	32.653	***	par_1
BPE3	←	BPE	1.047	.031	33.420	***	par_2
BPM1	←	BPM	1.000				
BPM2	←	BPM	.911	.032	28.280	***	par_3
BPM3	←	BPM	.977	.034	29.048	***	par_4
BS1	←	BS	1.000				
BS2	←	BS	.952	.031	30.232	***	par_5
BS3	←	BS	.957	.031	30.629	***	par_6
BA1	←	BA	1.000				
BA2	←	BA	1.051	.031	33.888	***	par_7
BA3	←	BA	1.051	.029	36.106	***	par_8
BA4	←	BA	1.043	.031	33.203	***	par_9
BA5	←	BA	.998	.030	33.004	***	par_10
BI1	←	BI	1.000				
BI2	←	BI	.959	.027	34.971	***	par_11
BI3	←	BI	.984	.028	35.109	***	par_12
BI4	←	BI	.965	.028	34.847	***	par_13
IC1	←	IC	1.000				
IC2	←	IC	.926	.027	33.948	***	par_19
IC3	←	IC	.930	.029	32.482	***	par_20

(continued)

Table 2. (continued)

			Estimate	S.E.	C.R.	P	Label
IC4	←	IC	.957	.028	34.484	***	par_21
IC5	←	IC	.920	.028	32.807	***	par_22
IC6	←	IC	.945	.027	34.451	***	par_23

H2a: Brand placement has a positive effect on brand salience (NOT SUPPORTED)

H2b: Brand placement has a positive effect on brand attitude (SUPPORTED)

H2c: Brand placement has a positive effect on behavioral intention (SUPPORTED)

The result showed that brand placement has a significantly positive effect on brand salience, brand attitude, and insignificantly positive effect on behavioral intention. Mediating variable test 1 show by Table 3.

H3a: Brand placement memory has a positive effect on brand salience (SUPPORTED).

Mediating variable test 2 show by Table 4.

H3b: Brand placement memory has a positive effect on brand attitude (NOT SUPPORTED)

Mediating variable test 3 show by Table 5

H3c: Brand placement memory has a positive effect on behavioral intention (SUPPORTED)

Table 3. Mediating variable test 1

	Input		Test statistic	Std. Error	p-value
a	0.173	Sobel test	2.257	0.0405	0.023
b	0.529	Aroian test	2.243	0.0407	0.024
Sa	0.074	Goodman test	2.271	0.0402	0.023
Sb	0.061				

Table 4. Mediating variable test 2

	Input		Test statistic	Std. Error	p-value
a	0.173	Sobel test	1.944	0.0149	0.051
b	0.168	Aroian test	1.891	0.0153	0.058
Sa	0.074	Goodman test	2.001	0.0145	0.045
Sb	0.048				

Table 5. Mediating variable test 3

	Input		Test statistic	Std. Error	p-value
a	0.173	Sobel test	2.015	0.0146	0.043
b	0.171	Aroian test	1.969	0.0150	0.048
Sa	0.074	Goodman test	2.064	0.0143	0.038
Sb	0.043				

The result showed that brand placement memory has a significantly positive effect as a mediating variable on brand salience and behavioral intention, but not on brand attitude. Table 6 show moderation effect hypotheses test as follow:

Regression Weights: (Group number 1 - Default model).

H4a: Identification with character strengthens brand placement effect towards brand placement memory (SUPPORTED)

H4b: Identification with character strengthens brand placement effect towards brand salience (NOT SUPPORTED)

H4c: Identification with character strengthens brand placement effect towards brand attitude (SUPPORTED)

H4d: Identification with character strengthen brand placement effect towards behavioral intention (SUPPORTED)

The result showed that audience's identification with character plays a significant role as a moderating variable on the effectiveness of Kopiko's brand placement strategy, although it doesn't strengthen the relationship between brand placement and brand salience. The identification with character variable is measured by 6 indicators picturing the level of empathy the audience had towards the character on the show – like how the audience feels as if they are in the movie and how the audience could feel the emotions that the characters portrayed.

3.2 Discussion

So, do brand placements produce the promised outcomes? As mentioned in previous research, the meta-analysis done by Babin, et al. [2] provides affirmative evidence of the effectiveness of brand placements. These previous findings are aligned with the research conducted on Kopiko's brand placement on "Vincenzo" – the result showed that most of the hypotheses are supported.

Marketers should pay close attention to possibilities of what might affect brand placement effectiveness. This research differs from previous research considering it was conducted with a survey and questionnaire rather than an experiment – the main reason behind this is because this research was conducted in the middle of a pandemic, which would be hard to avoid bias in such an online-setting experiment. The second reason is that this research was conducted based on a meta-analytic done by Babin, et al. [2], in which the results were gathered from a total of 364 articles about brand placement effectiveness and have been screened so that it can be used for quantitative analyses.

Table 6. Moderation effect hypotheses test

			Estimate	S.E.	C.R.	P	Label
BPM	←	BPE	.159	.074	2.158	.031	par_15
BPM	←	IC	.687	.074	9.231	***	par_24
BPM	←	BPE_IC	.002	.000	5.294	***	par_29
BS	←	BPM	.530	.061	8.648	***	par_14
BS	←	BPE	.115	.068	1.677	.094	par_16
BA	←	BPE	.199	.056	3.547	***	par_17
BI	←	BPE	.166	.050	3.305	***	par_18
BS	←	IC	.307	.081	3.811	***	par_25
BA	←	IC	.527	.067	7.909	***	par_26
BI	←	IC	.664	.061	10.832	***	par_27
BS	←	BPE_IC	.000	.000	-1.149	.250	par_30
BA	←	BPE_IC	.002	.000	5.808	***	par_31
BI	←	BPE_IC	.002	.000	7.309	***	par_32
BA	←	BPM	.171	.048	3.582	***	par_35
BI	←	BPM	.172	.043	4.012	***	par_36
BPE1	←	BPE	1.000				
BPE2	←	BPE	1.058	.030	34.876	***	par_1
BPE3	←	BPE	1.051	.030	35.178	***	par_2
BPM1	←	BPM	1.000				
BPM2	←	BPM	.912	.032	28.281	***	par_3
BPM3	←	BPM	.978	.034	29.038	***	par_4
BS1	←	BS	1.000				
BS2	←	BS	.951	.031	30.425	***	par_5
BS3	←	BS	.954	.031	30.633	***	par_6
BA1	←	BA	1.000				
BA2	←	BA	1.051	.031	33.890	***	par_7
BA3	←	BA	1.051	.029	36.104	***	par_8
BA4	←	BA	1.043	.031	33.196	***	par_9
BA5	←	BA	.998	.030	33.007	***	par_10
BI1	←	BI	1.000				
BI2	←	BI	.959	.027	34.970	***	par_11
BI3	←	BI	.984	.028	35.084	***	par_12

(continued)

Table 6. (continued)

			Estimate	S.E.	C.R.	P	Label
BI4	←	BI	.966	.028	34.846	***	par_13
IC1	←	IC	1.000				
IC2	←	IC	.936	.027	34.489	***	par_19
IC3	←	IC	.929	.029	32.073	***	par_20
IC4	←	IC	.952	.028	33.710	***	par_21
IC5	←	IC	.935	.028	33.689	***	par_22
IC6	←	IC	.957	.027	35.144	***	par_23
Int.	←	BPE_IC	14.255				
Int.	←	e29	30.034				

*int: interaction

This study was conducted in accordance with one of Babin et al.’s recommendations [2], which contends that a key moderator of brand placement may be the degree to which a person feels linked to or identifies with the program’s content. The efficacy of brand placement memory was also examined in a work by Natarajan, et al. [1] that served as a foundation for the current study. We took one of the most significant variables they used, which is identification with the character, to be the moderating variable. This aims to see – aside from the effect of a brand placement exposure on its audience – how the audience’s level of empathy towards the characters portrayed can strengthen the relationship between brand placement strategy and its effectiveness. The result showed that the audience’s connectedness toward the characters in the program indeed significantly affects the effectiveness of the brand placement strategy. It implied that the higher level of empathy the audience felt and the more they feel connected to the characters, significantly strengthen their brand placement memory, brand salience, brand attitude, and behavioral intention. Therefore, marketers should also consider what the program is, who’s the audience, and if the content and characters in the program are appealing to the audience when it comes to deciding to place their brand on a certain program. Aside from considering if the audience of a program is aligned with a brand’s target market, marketers should be able to see or predict how much can a program able to engage with the audience itself, to ensure the effectiveness of the brand placement strategy.

Although the brand placement strategy is quite popular nowadays, we still rarely find the implementation of Indonesian brands appearing in international media. This research proved the significant effectiveness of the Kopiko brand placement strategy in the Korean drama “Vincenzo”, we hope Indonesian business actors and marketers will be more audacious in marketing Indonesian products/brands internationally. Not only increase the brand awareness that leads the audience to purchase products, but this strategy can also potentially introduce the name of Indonesia to the world and a broader audience.

There are some limitations to this research. Firstly, the object of research used in this study is Indonesian citizens who have watched “Vincenzo”, therefore the results may be

different if applied to viewers from other countries. Kopiko brand also originates from Indonesia and is already well-known by the respondents (Indonesian citizens), so the results may be different if the placed brand is from a different country of origin. Next, the brand placement strategy in this research only focuses on television as the medium, where the audience can be exposed to up to 20 episodes – the results may differ if applied to other mediums such as video clips, radio, or books. The research object used in this study is also in accordance with Kopiko's target market, namely women and men without a certain age limit, so the results may also differ if applied to a more specific gender or age range.

Limitations and constraints related to this research open the scope for future research.

1) Future research related to the brand placement of Indonesian citizens can be carried out experimentally, where researchers can observe respondents directly to avoid bias – in addition, researchers can also interview the respondents to obtain detailed and specific observations in accordance with the research objectives. 2) The research object can be expanded in a geographical context so that comparisons can be seen between the effect of brand placement on citizens of the product's country of origin with citizens of other countries. 3) Further research can be conducted on a more specific target market like focusing on a certain gender or age range. 4) Future research can also compare the effectiveness of brand placement strategies between males and females, or audiences with a certain age limit for example between children, adolescents, adults, and the elderly. 5) Scope of the variables can be expanded – variables that can be investigated further may include perceived quality, perceived brand value, satisfaction, and so on. 6) The research objectives can also be more specific, for example focusing on consumer behavior – ranging from buyer's decision process to buyer's decision. 7) Further research can also use different moderating variables other than identification with the character, such as the range of emotions felt by the audience which we can associate with their behavioral action.

In implementing a brand placement strategy, apart from ensuring that the appearance of the brand is aligned with the content and plot of the story, business actors and marketers can also focus more on associating their brand with characters that play a more important role or characters that the audience perceived more favorable. This can potentially increase the audience's brand placement memory and/or other brand placement.

4 Conclusion

Brand placement in movies, TV series, or any other media has been a popular strategy for marketers because of its 'hidden' persuasive intentions and its ability to reach a wider audience. This research was based in the merging market of Indonesia, where Indonesia's very own brand, Kopiko, made an appearance in an A-class international drama like "Vincenzo". The response was quite massive, and therefore we gathered 606 Indonesian audiences who have watched the show and concluded that Kopiko's brand placement exposure was in fact significantly has a positive effect on their brand placement memory, brand salience, brand attitude, and behavioral intention. Moreover, it also showed that a higher level of audience identification with character can strengthen the relationship between the brand placement strategy and its effectiveness.

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