



Understanding Consumer Behavior in Broiler Chicken Markets: The Influence of Price, Quality, and Word-of-Mouth Communication

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Abstract. The study investigates the impact of price, product quality, and word-of-mouth communication on the purchasing decisions of broiler chickens at Sungguminasa Gowa Market, a traditional market in Indonesia. Using a quantitative research method, data were collected from 100 respondents who had experience buying broiler chickens, utilizing a structured questionnaire based on a 5-point Likert scale. The study applied multiple linear regression analysis to assess the influence of the independent variables (price, product quality, and word-of-mouth) on the dependent variable (purchase decision). Results indicated that all three factors significantly influence purchasing decisions, with word-of-mouth emerging as the most dominant predictor, followed by product quality and price. The adjusted R-square value was 0.695, suggesting that 69.5% of the variability in purchasing decisions is explained by these factors. The findings emphasize the importance of personal recommendations, product quality, and pricing strategies in shaping consumer behavior in traditional market settings, providing valuable insights for broiler chicken sellers aiming to enhance their marketing strategies.

Keywords: Price, Product Quality, And Word-Of-Mouth, Purchase Decision.

1 Introduction

The rapid growth of Indonesia's population has brought about an increased demand for essential food items, particularly those sourced from animals, such as meat. This surge in demand positions chicken, especially broiler chicken, as a primary source of protein for Indonesian households, with consumption rates reaching 8.62%, the highest among all meat types [1]. Broiler chickens have become a vital part of the economy due to their role as an affordable source of animal protein and a significant contributor to national income, supporting both social and economic well-being.

As the demand for chicken meat continues to grow, the broiler chicken farming industry in Indonesia has shifted towards a more commercialized and modern approach. This shift is driven by the increasing public awareness of the importance of high-quality protein intake, supported by the rising levels of education and income among the Indonesian population. Modern farming practices have led to more efficient broiler chicken production, yet challenges remain in terms of ensuring stable

pricing, consistent quality, and maintaining consumer satisfaction in a competitive market [2].

In this competitive landscape, pricing becomes a crucial factor that directly impacts consumer purchasing decisions. As stated by Kotler and Armstrong, price is a primary determinant in the value perception of products and services, influencing whether a consumer will make a purchase [3]. The delicate balance between setting a price that attracts consumers and ensuring profitability is a challenge for producers, particularly in traditional markets where price fluctuations are common. This is evident in the Sungguminasa Gowa Market, where broiler chicken prices have varied significantly over the past five months, with the highest average price recorded at Rp.39,382/kg in June and the lowest at Rp.30,000/kg in August [4]. Such variations highlight the importance of understanding how pricing strategies impact purchasing decisions within this market segment.

Aside from pricing, product quality plays a critical role in consumer decision-making. Consumers often equate higher quality with a willingness to pay a premium price, expecting the product to meet or exceed their expectations [5]. According to Sianturi et al., product quality encompasses all characteristics of a product that fulfill consumer needs and expectations [6]. In the context of broiler chickens, consumers are inclined to seek products that provide the best value for their money, expecting consistency in taste, freshness, and nutritional value.

Another influential factor in consumer purchasing behavior is word-of-mouth communication. Word of Mouth (WOM) serves as an effective and efficient marketing tool, often more persuasive than traditional advertising methods. As described by Kotler and Keller, WOM is a form of marketing communication that occurs directly between consumers, often based on personal experiences with a product or service [7]. In traditional markets such as Sungguminasa Gowa, where interpersonal interactions are frequent, WOM can significantly influence purchasing decisions, making it an essential factor for market players to consider in their marketing strategies.

Given the competitive nature of the broiler chicken market, businesses must carefully analyze how pricing, product quality, and WOM impact consumer purchasing behavior. This analysis is particularly relevant in traditional markets, where personal interactions and price negotiations are common, and where consumers are often influenced by recommendations from others.

Thus, the purpose of this study is to look into how pricing, product quality, and word-of-mouth marketing affect consumers' decisions to buy broiler chicken at the Sungguminasa Gowa Market. By examining these elements, the study hopes to offer insightful information about how consumers behave in conventional markets, which will ultimately help broiler chicken vendors create more successful marketing plans. In addition to understanding the dynamics of consumer purchase decisions, this research tries to educate sellers on how to modify their pricing, quality control, and word-of-mouth (WOM) tactics in order to stay competitive in the market.

2 Literature Review

It is often acknowledged that one of the most important variables influencing consumer purchasing decisions is price. According to Kotler and Armstrong, pricing refers to the cost of a good or service or the value that customers must forgo in order to enjoy the advantages of owning or utilizing a product [3]. In competitive marketplaces, like the Indonesian broiler chicken industry, where customers are extremely sensitive to price changes, the importance of pricing becomes even more critical [8]. According to research, buyers frequently evaluate prices offered by sellers in these kinds of markets, and their assessment of value has a significant impact on their propensity to buy [9].

In traditional markets like Pasar Sungguminasa Gowa, pricing strategy is an essential tool that sellers use to attract and retain customers [10]. According to Voss, Parasuraman, and Grewal, consumers tend to equate price with the quality of the product, meaning that too high or too low pricing can affect their purchasing decisions [11]. Thus, finding the right balance is crucial for sellers to ensure profitability while remaining competitive. Studies by Zeithaml also support the idea that perceived price fairness significantly affects consumers' likelihood of purchasing, especially when they feel they are getting good value for their money [12].

Product quality is another critical determinant of purchasing behavior. It encompasses various characteristics that satisfy consumer expectations and needs [13]. In the context of broiler chicken sales, quality aspects such as freshness, taste, nutritional value, and consistency are pivotal in influencing purchase decisions [14]. Sianturi et al. explain that product quality serves as a reflection of a product's ability to meet consumer demands and expectations [6].

Research conducted by Aaker highlights that perceived quality plays a crucial role in brand differentiation, allowing consumers to develop a preference for products that meet or exceed their expectations [15]. Furthermore, Kotler and Keller emphasize that consumers are willing to pay premium prices for products they perceive as high quality, linking product quality directly to consumer satisfaction and loyalty [16]. This relationship is evident in the broiler chicken market, where consumers often return to sellers who consistently provide high-quality products.

Given the competitive nature of the market, product quality becomes a differentiating factor that not only attracts consumers but also fosters trust and repeat purchases. As found by Garvin, high-quality products create a positive impression, which increases the likelihood of consumers making a purchase, even if the price is slightly higher compared to lower-quality alternatives [17].

One effective marketing communication strategy that has a big influence on consumer purchasing decisions is word-of-mouth (WOM). WOM, according to Kotler and Keller, is the sharing of information about goods or services among consumers, which might take place online, through social networks, or in casual encounters [7]. WOM is more believable than traditional advertising since it originates from reliable sources, according to research by Anderson [18].

In traditional markets, such as Pasar Sungguminasa Gowa, WOM plays a crucial role in shaping consumer perceptions and influencing purchasing decisions. Consumers often rely on recommendations from friends, family, or other buyers when making purchase decisions, especially for products like broiler chicken, where quality

and freshness are paramount [19]. According to East, Hammond, and Lomax, positive WOM can enhance a product's reputation and increase sales, while negative WOM can have the opposite effect [20].

A study by Gremler and Brown further emphasizes that WOM is more effective in influencing purchasing decisions than other forms of marketing communication. The reason lies in its ability to convey personal experiences and perceived value, which often resonate more strongly with potential buyers [21]. In the context of broiler chicken sales, generating positive WOM can be a key strategy for sellers to differentiate themselves in a crowded market and build a loyal customer base.

The purchase decision represents the final stage in the consumer decision-making process, where consumers decide whether to buy a product based on various influencing factors such as price, product quality, and WOM [16]. Schiffman and Kanuk describe the purchase decision as the act of selecting an option from multiple alternatives [22].

Factors such as price sensitivity, product quality, and WOM greatly influence purchasing decisions in traditional market settings. Studies by Engel, Blackwell, and Miniard indicate that consumers are more likely to purchase when they perceive the product's value as exceeding the price paid [23]. Moreover, research by Batra and Sinha emphasizes that quality perception and external influences, such as WOM, can significantly impact a consumer's decision to buy a product [24].

In the context of broiler chicken sales, the interplay between these variables becomes evident as consumers evaluate their options based on price, quality, and recommendations from others. Sellers who successfully manage these factors are more likely to influence purchase decisions in their favor, leading to increased sales and market share.

Based on the literature review, the following hypotheses are developed for this study:

H1: There is a significant relationship between Harga (Price) and the purchasing decision of broiler chicken at Pasar Sungguminasa Gowa.

H2: There is a significant relationship between Kualitas Produk (Product Quality) and the purchasing decision of broiler chicken at Pasar Sungguminasa Gowa.

H3: There is a significant relationship between Word of Mouth and the purchasing decision of broiler chicken at Pasar Sungguminasa Gowa.

3 Methodology

The impact of pricing, product quality, and word-of-mouth on decisions to buy broiler chickens at Pasar Sungguminasa Gowa is examined in this study using a quantitative research methodology. With the goal of understanding the correlations between these variables in an organized way, the quantitative approach is used to guarantee objective measurement and statistical analysis [25].

The research design used in this study is descriptive and explanatory, aiming to identify and explain the relationships between independent variables—Price (X1), Product Quality (X2), and Word of Mouth (X3)—and the dependent variable, which is the Purchase Decision (Y). This study utilizes a survey method, distributing questionnaires directly to respondents who have purchased broiler chickens at Pasar

Sungguminasa Gowa. The design helps to capture consumers' attitudes and perceptions in a quantifiable manner, providing insights into how these factors influence their purchasing decisions [26].

The population for this study comprises all consumers who purchase broiler chickens at Pasar Sungguminasa Gowa. Due to the indeterminate and large size of this population, a non-probability sampling technique, specifically purposive sampling, was used to select respondents who fit specific criteria. The main criterion was that respondents must have purchased broiler chickens at the market at least 5-10 times. This ensured that the sample consisted of experienced consumers, making the data more reliable and relevant. Following the sampling formula suggested by Rao Purba, the study targeted a sample size of 100 respondents, which is considered sufficient for quantitative analysis in this context [27].

Data was collected from the selected respondents at Pasar Sungguminasa Gowa. The questionnaire employed a 5-point Likert scale, allowing respondents to express their perceptions and attitudes towards price, product quality, and word of mouth in relation to their purchasing decisions. This method ensured that the data collected was both consistent and quantifiable, facilitating statistical analysis [28].

The collected data was analyzed using descriptive statistics to summarize the demographic characteristics of respondents and their responses to the survey questions. Multiple linear regression analysis was then applied to examine the influence of the independent variables (Price, Product Quality, and Word of Mouth) on the dependent variable (Purchase Decision). Hypothesis testing was conducted using t-tests. The coefficient of determination (R^2) was calculated to measure the extent to which the independent variables explained variations in the purchase decision [29].

4 Results and Discussion

4.1 Analysis of Respondent Characteristics

Based on Table 1, the study involved 100 respondents with varying characteristics. The majority (33%) were aged 40-49 years, with a gender distribution of 68% female and 32% male. Most respondents (48%) had a high school education, while others held bachelor's (43%), diploma (6%), or master's degrees (3%). In terms of occupation, 50% were housewives, followed by private employees (10%) and civil servants (13%). Regarding monthly income, 69% earned over Rp. 2,000,000, while others had incomes between Rp. 1,000,000 - Rp. 2,000,000 (25%) or below. Purchasing frequency varied, with 36% frequently buying broiler chicken, 27% occasionally, 25% always, and 12% rarely. Overall, female housewives with high school education and income above Rp. 2,000,000 constituted the primary demographic of broiler chicken consumers in this market.

Table 1. Respondent Profile

Characteristic	Category	Frequency	Percentage (%)
Age	23-29	17	17

	30-39	22	22
	40-49	33	33
	50-59	24	24
	60-65	4	4
Gender	Male	32	32
	Female	68	68
Education Level	High School	48	48
	Diploma	6	6
	Bachelor's Degree	43	43
	Master's Degree	3	3
Occupation	Student	5	5
	Housewife	50	50
	Private Employee	10	10
	Entrepreneur	9	9
	Civil Servant	13	13
	Professional	4	4
	Others	9	9
	Monthly Income	< Rp. 500,000	2
Rp. 500,000 - Rp. 1,000,000		4	4
Rp. 1,000,000 - Rp. 2,000,000		25	25
> Rp. 2,000,000		69	69
Purchase Frequency	Rarely	12	12
	Occasionally	27	27
	Frequently	36	36
	Always	25	25

Source: Processed data (2024)

4.2 Reliability Test

The reliability test was conducted to determine whether the measurement tool used was reliable in assessing a given dimension. The Cronbach's Alpha (α) statistical method was employed to evaluate reliability. According to Ghozali, a variable is considered reliable if the Cronbach's Alpha value is greater than 0.6 [30]. The results of the reliability test for each variable in this study are as follows in Table 2:

Table 2. Reliability Test Result

Variable/Indicator	Cronbach's Alpha	Reliability Standard	Description
Price	0.907	0.6	R
Product Quality	0.860	0.6	R
Word of Mouth	0.705	0.6	R
Purchase Decision	0.701	0.6	R

Source: Processed data (2024)

The results in Table 2 indicate that each variable has a Cronbach's Alpha value greater than 0.60 (R). Therefore, all variables are considered reliable, and the questionnaire items used can be regarded as a dependable research instrument.

4.3 Multiple Linear Regression

The study investigated the effects of Price (X1), Product Quality (X2), and Word of Mouth (X3) on Purchase Decision (Y) based on the results of the multiple linear regression test. Because each of the independent variables' p-values was less than 0.05, the study showed that Price, Product Quality, and Word of Mouth all had a significant impact on the Purchase Decision at the 5% significance level. Product Quality (X2) had the largest impact, followed by Price (X1) and Word of Mouth (X3), according to the regression coefficients. With an Adjusted R-Square value of 0.695, these variables account for 69.5% of the variation in Purchase Decision, with other factors not included in the model influencing the remaining 30.5%. As a result, the model is regarded as a reliable indicator of purchase behavior.

Table 3. Multiple Linear Regression Test Result

Model	Unstand ardized Coefficients B	Std. Error	Standard ized Coefficients Beta	t	Sig.
(Constant)	5.086	2.048		2.484	0.015
Price (X1)	0.102	0.041	0.290	2.521	0.013
Product Quality (X2)	0.166	0.078	0.262	2.118	0.037
Word of Mouth (X3)	0.300	0.090	0.281	3.323	0.001

Source: Processed data (2024)

4.4 Hypothesis Test

T Test. Price, product quality, and word-of-mouth were evaluated for their partial effects on purchase decisions using the T-test. Price (X1) had a significance value of 0.013 (t-value = 2.521), Product Quality (X2) had a significance value of 0.037 (t-value = 2.118), and Word of Mouth (X3) had a significance value of 0.001 (t-value = 3.323), according to the results, which are shown in Table 4. Each variable had a substantial independent impact on the Purchase Decision (Y), as evidenced by the fact that all significance values were less than 0.05.

Table 4. T Test Result

Variable	B	Std. Error	t	Sig.
Constant	5.086	2.048	2.484	0.015
Price (X1)	0.102	0.041	2.521	0.013
Product Quality (X2)	0.166	0.078	2.118	0.037
Word of Mouth (X3)	0.300	0.090	3.323	0.001

Source: Processed data (2024)

The F Test. The simultaneous impact of every independent variable on the purchase decision was assessed using the F-test. The F-test results showed an F-value of 27.599 with a significance level of 0.000, which is less than 0.05, as indicated in Table 5.

This suggests that word-of-mouth, price, and product quality all work together to positively and significantly impact purchase decisions.

Table 5. The F Test Result

Sum of Squares	df	Mean Square	F	Sig.
Regression	573.583	3	191.194	27.599
Residual	665.057	96	6.928	
Total	1238.640	99		

Source: Processed data (2024)

Determination Coefficient Test. As shown in Table 6, the coefficient of determination (R^2) value was found to be 0.463, meaning that 46.3% of the variation in Purchase Decision (Y) is explained by the independent variables (Price, Product Quality, and Word of Mouth). The remaining 53.7% is influenced by factors not included in this study.

Table 6. Determination Coefficient Test Result

Model	R	R Square	Adjusted R Square
1	0.680	0.463	0.446

Source: Processed data (2024)

4.5 Discussion

According to the discussion, the purchase decision (Y) for broiler chicks at Sunggu-minasa Gowa Market is greatly influenced by price (X1), product quality (X2), and word-of-mouth (X3).

Firstly, the price variable shows a positive and significant impact on purchase decisions, with a regression coefficient of 0.102. A 1% increase in price leads to a 0.102 increase in purchase decisions, validated by a t-value of 2.521 and a significance of 0.013 (<0.05). This finding aligns with Campbell's theory, indicating that consumer perception of price is crucial in purchasing decisions. This outcome supports the findings by Riau Rahmat Hidayat, showing that price plays a significant role in purchasing decisions [31].

Secondly, product quality also exerts a significant influence, with a regression coefficient of 0.166. A 1% increase in product quality results in a 0.166 increase in purchase decisions, supported by a t-value of 2.118 and a significance level of 0.037 (<0.05). This confirms Kotler and Armstrong's theory that consumers seek the best quality, thus influencing their purchase decision [3]. The findings align with Suhardi et al., indicating that product quality significantly affects purchasing decisions [32].

Thirdly, Word of Mouth (X3) had the most substantial influence on purchase decisions, with a regression coefficient of 0.300. A 1% increase in Word of Mouth results in a 0.300 rise in purchase decisions, with a t-value of 3.323 and a significance of 0.001 (<0.05). This demonstrates the power of personal recommendations in driving consumer behavior, aligning with findings by Andriyan Saputra, showing that word-of-mouth communication significantly affects purchase decisions [33].

In comparison, Word of Mouth (X3) proved more dominant than Price (X1) and Product Quality (X2) in influencing purchase decisions. The unstandardized coefficients show that X3 (0.300) exceeds X2 (0.166) and X1 (0.102), suggesting that personal recommendations have a stronger impact than pricing or product quality. Therefore, while all three variables significantly impact purchase decisions, Word of Mouth plays a more influential role in this context. This finding indicates that consumers rely more on social influence than just price or quality when making purchase decisions at Sungguminasa Gowa Market.

5 Conclusion

The impact of price, product quality, and word-of-mouth on the decision to buy broiler chicken at the Sungguminasa Gowa Market was investigated in this study. The results show that price has a large and favorable impact on decisions to buy, suggesting that it is a key factor in shaping consumer behavior. Product quality also has a big and positive effect; higher-quality products are more likely to be bought. Furthermore, word-of-mouth advertising was found to be the most significant determinant of purchase decisions, demonstrating its successful use by customers. Word of mouth was the most influential of the three variables, indicating that it influences decisions to buy more strongly than both price and product quality.

Based on the findings, several suggestions are offered: Broiler chicken traders at Sungguminasa Gowa Market should maintain affordable prices that provide value to consumers to retain them. They should ensure high product quality by providing reliable and durable chickens to encourage repeat purchases. Additionally, traders should actively engage with consumers to foster relationships and enhance word-of-mouth marketing.

The study contributes to the literature by providing a comprehensive understanding of the factors influencing purchase decisions, and it can serve as a reference for future research. Further studies are encouraged to expand the scope by including other influencing factors such as location, product, and promotion to offer a more holistic view of consumer purchase behavior.

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