THE ANALYSIS OF HEDONIC LIFESTYLE IMPACT ON IRRATIONAL PURCHASING BEHAVIOR WITH SOCIAL ACKNOWLEDGEMENT AS A MODERATING VARIABLE

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Abstract: This research analyzes the critical role of social acknowledgment in enhancing the association between hedonic lifestyles and irrational buying behavior, especially in the context of luxury products and in generations X, Millennial, and Z in Indonesia. Based on theory, although a hedonic lifestyle influences irrational buying behavior, it was revealed that social acknowledgment; as a moderating variable, plays a very significant role. Individuals who feel the urge to be acknowledged in their social context demonstrate more irrational buying behavior when they also choose a hedonic lifestyle. These findings imply that the desire to acquire recognition from their social surroundings, whether it is friends, family, or co-workers, could impact their shopping decisions, perhaps driving them toward less reasonable or excessive decisions, especially in the setting of luxury products. This has major consequences for marketers and corporate policymakers, as it shows that marketing methods that focus on status goals and social acknowledgment can be more effective. This study used a purposive sampling technique and managed to get 256 samples. The results of this study prove that a hedonic lifestyle has a significant effect on irrational purchasing decisions, and Social Acknowledgement; as a moderating variable, greatly influencing the relationship between a hedonic lifestyle and irrational purchasing decisions.

Keywords: hedonic lifestyle, social acknowledgment, irrational buying behavior

JEL Classification: M3, M5, M21, L1 D4

A. INTRODUCTION

The existence of globalization and modernization affect countries across the globe, including Indonesia. Unconsciously, people are slowly or directly affected

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by a hedonic lifestyle which is a bad and luxurious lifestyle. Many people know hedonism, but in fact, they do not realize that they are already trapped in this lifestyle. Hedonism is a view of life declaring that pleasure in enjoying everything is the life goal of humans in this world. Hedonism can be mostly found in society members, not only in students, youngsters, or university students, but also in almost all societal levels. A hedonic lifestyle is an individual motivation to behave based on the principle of pleasure (Bentham in Faqih, 2003). Hedonism is a doctrine arguing that pleasure is of the utmost importance in life. Hedonism is a lifestyle to please or a lifestyle becoming the ultimate goal of obtaining self-pleasure and happiness. Most people describe the lifestyle of “hedonism” as a consumptive behavior or consumerism resulting in negative impacts on the believers of this lifestyle (Collin Gem, 1993).

Concerning the hedonistic lifestyle, irrational buying behavior can occur when individuals with a hedonistic lifestyle choose to purchase products or services that give them immediate pleasure, improve happiness, or fulfil hedonistic wishes although the decisions might not be related to the available obtained benefits or benefits which are really required (Firmansyah & Burhanudin, 2023; Ong et al., 2022). Individuals adopting irrational buying behavior can be motivated by the desire to express identity, fulfil hedonic wishes, or increase their social status through luxurious or expensive goods (Indriana, 2022; Muawaliyah & Saifuddin, 2023). Irrational buying behavior occurs more frequently in society. This behavior is marked by consumers’ tendency to make a purchase that is not always based on logical or rational consideration but is affected by other factors instead, e.g. emotion, desire, and social impacts (Nicolau, 2016). The most important factor of irrational buying behavior is a “hedonistic lifestyle” (Fadhilah, 2023). A hedonistic lifestyle is indicated by a tendency to seek pleasure and avoid pain (Sulistyowati, Zainuna, 2023). Within consumer behavior contexts, a hedonistic lifestyle can motivate individuals to make excessive or impulsive purchases to fulfil their desire and pleasure (Fadhilah et al, 2023; Firmansyah & Burhanudin, 2023).

Regarding hedonistic aspects of consumption, it is known that there are emotional characteristics of consumers when purchasing products and positive impacts originating from the action of purchasing (O’Guinn & Faber, 1989). There is a need for the hedonic intrinsic of individuals to experience adventures
and happiness sought when buying. Consequently, hedonic buying results in irrational and impulsive impact when buying. Therefore, consumer focus on hedonic consumption experience should improve impulsive buying because the action gives and motivates consumer’s positive feelings and the desired emotion (Ridgway et al., 1990) which often become triggers of compulsive buying (Ridgway et al., 2008; Tarka, 2020). Hedonic doctrine teaches that life means obtaining the most happiness or pleasure. A hedonic lifestyle tends to attack teenagers because teenage is the period of searching for self-identity (Sari, 2014). Obviously, there are things motivating or driving teenagers to behave like following a hedonic lifestyle to achieve desires related to fun, freedom, and life pleasure (Trimartati, 2014). Motivation to keep fulfilling the needs of a hedonic lifestyle makes teenagers feel threatened because of the need to keep updated to the hedonic lifestyle, which is dynamic, following the trends of the era.

Hence, the existence of a hedonic buying experience by consumers (Babin et al., 1994) occurring in retail contexts (Das dan Varshneya, 2017) is often accompanied by irrational and impulsive thoughts related to happiness, adventure, and emotion which is sought during the buying experience. The hedonic buying experience is often observed in offline and online stores, when consumers spend their money without restricting themselves, indicating irrationality and lack of financial responsibility (Harnish dan Roster, 2019; Harnish et al., 2018; Tomer, 2001). Currently, advertising is under scrutiny since the information aspect has become an important discourse in business, especially in the branding process. Effective advertising activities are viewed as being capable of affecting consumption tendencies in society. Repeat buying is one of the goals of advertising. Effective advertising will also change the public’s knowledge regarding the availability and characteristics of a product (product knowledge). In advertising, producers or advertisers can choose either one or both media to deliver their desired messages. The aforementioned media are above-the-line media and below-the-line media. Above-the-line media are advertising using primary media such as electronic media or printed media. The utilization of above-the-line media has benefits in reaching a big number of audience. However, this also causes additional expenses that must be spent by advertising companies. Despite costing more expense, the existence of above-the-line media has an important role in advertising campaigns.
Furthermore, advertising and promotion can affect consumer decisions. Persuasive and informative advertising can provide information on the superiority, unique features, and benefits that can be obtained. Consumers tend to choose products that have strong messages and are relevant to their needs. Promotions, such as discounts or special offers, can also become determining factors in making buying decisions. Good advertising can create a positive brand image in consumer’s minds. Through consistent advertising which focuses on brand values, companies can affect consumer’s perceptions concerning the quality, reputation, or values of their products. Consumers tend to choose brands that have strong and reliable images. Advertising and promotion can also play an important role in building relationships between brands and consumers. Through advertisements creating emotional bonding or containing messages that are relevant to consumer values, companies can affect consumer loyalty to the brand. Consumers tend to choose brands that they regard to be close and related to their identity.

Moreover, advertising and promotion can also impact consumer behavior in terms of accelerating buying decisions. By providing relevant and interesting information, advertising and promotion can accelerate the process of product research and selection. Consumers can feel more convinced and motivated to make a purchase. Advertising contributes to the literature on branding, advertising of luxury products, lifestyle, and functional branding as well as offers practical implications for the managers of luxurious product brands (Jingjing Man, Yuanjie Zhao & Zichuan Mo, 2021). Meanwhile, the choice of luxurious brands in this result is based on respondents’ purchasing ability with price adjusted to the results of data existing in Surabaya City and Jakarta City. The luxurious goods intended and discussed in this study are the ones based on the curator where the goods are referred to as a type of accessible luxurious goods. The intended brands in this study are specified as listed: (1) Tory Burch, (2) Coach, (3) Michael Kors, (4) Longchamp, (5) Kate Spade, and (6) Dell'est. The existence of a hedonic style is also supported by social acknowledgment related to irrational buying behavior. In the current society, socialization and social interaction have important roles in shaping our behaviors and attitudes (Pena-Garcia et al., 2020). Individuals are often involved in hedonic behaviors, such as buying luxurious goods or holding a large-scale party to obtain acknowledgment.
Social acknowledgement plays an important role in triggering hedonic lifestyle and irrational buying behavior. Buying activity is initiated by desires which are rational, namely related to the function of the product of the needs of the product (utilitarian value). However, there are other values which can also affect individuals’ buying behavior, namely emotional values which are often called hedonic. When individuals purchase something, pleasure and indulgence (hedonic aspects) will be the things to be focused on, in addition to the use obtained from the products (Ma’aruf 2006, in Yistiani 2012). This research utilizes hedonic treadmill theory which explains that someone’s happiness tends to return to a certain point although he/she experiences positive or negative events. Within the context of hedonic lifestyle and the purchase of luxurious goods, this theory is applicable to explain why consumers may feel necessary to keep purchasing the luxurious goods, although the happiness effects due to the previous purchase deteriorates over time (Coviello et al., 2014; McCullough, 2017).

B. LITERATURE REVIEW

1. Hedonic Treadmill Theory

Hedonic Treadmill theory, first explained by Brickman and Campbell in their contemporary discussion regarding hedonic adaption, originates from an article entitled *Hedonic Relativism and Planning the Good Society*. They introduced the slogan “the hedonic treadmill” (Brickman and Campbell, 1971). This theory revolves around the core in which the Hedonic treadmill is a concept that someone’s happiness level, after ups and downs as responses to positive or negative life events, at last, tends to return to the starting point of the experiences. Even though hedonic adaptation plays a role in subjective prosperity, many other factors are also important (Diener et al. 2006). In irrational buying behavior motivated by the desire for social acknowledgment, someone may feel satisfied or happy for a certain time after obtaining the acknowledg-

or validation from their social circles (Firmansyah & Burhanudin, 2023; Hirschman & Holbrook, 1982; Sulistyowati & Zainuna, 2023). In several cases, this social acknowledgment can be a strong motivator for irrational consumer behavior.
ment. However, for long-term happiness, individuals should consider other factors in their lives, such as quality interpersonal relationships or personal achievement which may have deeper and more continuous impacts on their prosperity. Hedonic Treadmill theory and the social acknowledgment concept are interrelated within the context of irrational buying behavior, especially when we consider how individuals try to achieve and maintain their happiness or satisfaction in their social lives (Lyubomirsky et al., 2005).

2. Hedonic Lifestyle and Irrational Buying Behavior Variables

A hedonic lifestyle is a life approach in which individuals seek the most satisfaction and pleasure (Fadhilah et al., 2023). They tend to focus on positive aspects and life pleasures, often prioritizing self-indulgence, instant gratifications, and positive experiences before logical and rational considerations (Pulungan & Syamsuri, 2022). Hedonism may appear in various life aspects, including recreational activities, luxurious goods consumption, traveling, food and beverages, entertainment, etc. (Muawaliyah & Saifuddin, 2023; Ong et al., 2022). Meanwhile, irrational buying behavior refers to a buying decision that is not based on rational, logical, or analytical considerations. People involved in irrational buying behavior are likely to make impulsive decisions or are affected by emotional factors, such as motivation to fulfil immediate wishes or to overcome social pressure (Park & Nicolau, 2018). They may be tempted by appealing advertisements, sales offer, or impacts of friends or celebrities advertising certain products (El Hedhli et al., 2021; Kim et al., 2018). As a result, they may not thoroughly consider the real needs, the quality, the long-term values, or the financial impact of the purchase. However, it is important to be reminded that not all individuals having hedonic lifestyles or getting involved in irrational purchase behavior have the same behavioral patterns. Individual factors, individual values, education, and life experience also play a role in shaping individuals’ buying behavior and lifestyle. Based on the explanation above, the hypothesis can be concluded as follows:

H1: Hedonic lifestyle will affect irrational buying behavior
3. Social Acknowledgement Moderate’s Interconnectivity between Hedonic Lifestyle and Irrational Buying Behavior

Social acknowledgement plays a role in shaping individual behaviors. Human beings have inner needs to be accepted and acknowledged by other people within their social environment. When someone feels accepted and acknowledged by other people, the acceptance and the acknowledgement can give the feelings of satisfaction, comfort, and improve their self-esteem (Kumar & Paul, 2018). Within the context of hedonic lifestyle, individuals with hedonic lifestyle tend to seek social acknowledgement through appearance, ownership of luxurious goods, or a consumptive lifestyle (Muawaliyah & Saifuddin, 2023). They may think that owning luxurious goods or following latest trends will make them look successful, awesome, or appreciated by other people (Beneke & Zimmerman, 2014; Hwang & Han, 2014). In attempts to gain the social acknowledgement, the individuals may be tempted to make impulsive or irrational purchase without critically considering the values, the long-term benefits, or the financial consequences of the purchase (Pena-Garcia et al., 2020; Dliburytė & Vaitiekė, 2019).

The role existence of social acknowledgement as a moderator means that its impact can vary among individuals. There are some factors which are able to affect how social acknowledgement can moderate the relationship between hedonic lifestyle and irrational buying behaviors, such as follows:

1. The power of the needs of social acknowledgement: Individuals who have stronger needs to be acknowledged by others may be more prone to irrational buying behavior. They may be easier to feel tempted by social impacts and have higher motivation to buy goods which are considered to be more prestigious or more popular for the sake of obtaining acknowledgement (Guy et al., 2015; Swani & Milne, 2017).

2. Social context: Social context also plays an important role in how social acknowledgement moderates the relationship (Tuan et al., 2019). For example, when individuals stay in an environment appreciating overconsumption or materialistic wealth, the impact of social context may be stronger and trigger irrational buying behavior.

3. Self-awareness and emotional quotient: Individuals having higher self-awareness or better emotional quotient may be able to understand and manage their needs of social acknowledgement (Arshi et al., 2023; Lim et al., 2020). They
may be more able to wisely consider those needs within a wider scope of context and not to get trapped in irrational buying behavior only for the sake of obtaining social acknowledgement.

In addition, it is important to be reminded that hedonic lifestyle and irrational buying behavior can be affected by other factors including education, individual values, life experience, and the independence level in making decisions. These factors can also moderate the relationship between hedonic lifestyle and irrational buying behavior. Overall, social acknowledgement can play a significant role in moderating a relationship between hedonic lifestyle and irrational buying behavior. The existence of those roles is not absolute but varied across individuals and affected by various different personal and social factors. H2: Social acknowledgement moderates’ relationship between hedonic lifestyle and irrational buying behavior

![Research Model](image)

Figure 1 Research Model
Source: Processed Data

C. RESEARCH METHODS

This research utilized a quantitative method to test hypotheses about the relationship between hedonic lifestyle, social acknowledgement, and irrational buying behavior within the context of branded fashion products. Through this approach, the study aimed to collect structured primary data and to conduct statistical analysis to prove the existence of effect and interconnectivity between variables, along with the set theoretical framework. Moreover, the study was conducted to generations X, Y, and Z done in 2 (two) big cities in Indonesia, namely Jakarta and Surabaya. The choosing of these 2 (two) big cities was based
on the cost-of-living survey results of Central Agency of Statistics in 2018 in 2 cities being the most advanced cities and having the most economy in Indonesia. 260 respondents were employed in this study, who were the users of luxurious goods. Data were collected by using the medium of a questionnaire distributed via Google form. Furthermore, the measurement scale applied in the Google form was adapted from the previous research, as shown in the following table.

Operational Definition

1. Hedonic lifestyle, the conceptual definition explain that lifestyle is a life pattern of someone in daily life stated in activities, interests, and opinions. Hedonic lifestyle contains of 10 indicators such as: (1) activities, (2) interest, (3) opinions, (4) attitude, (5) manners, (6) action, (7) curiosity development and openness to change, (8) self-enhancement, (9) entertainment and fun, and (10) consumption of life withs source cites from (Horváth & Adýgüzel, 2017).

2. Social acknowledgement, the conceptual definition explains that social acknowledgement describes perceptions of individuals in individuals in receiv- ing positive reactions from other individuals or other social groups. Social acknowledgement contains of 7 indicators such as: (1) recognition, (2) general disapproval, (3) family disapproval, (4) Accepted feeling, (5) considered to be more positive, (6) good impression, and (7) obtaining approval or acknowledgement withs source cites from (Kim & Lee, 2019).

3. Irrational buying behavior, the conceptual definition explain that Irrational buying intention is an interest which is irrational (not able to be understood by logical concepts) to buy a product. Irrational buying behavior contains of 9 indicators such as: (1) transactional, (2) referential, (3) preferential, (4) explorative, (5) interested to seek information, (6) considering to buy, (7) interested to try, (8) wanting to know products, and (9) wanting to own products.

D. RESULT

This study distributed 260 questionnaires in two biggest cities in Indonesia, namely Jakarta and Surabaya, with a proportional ratio of questionnaire distri-
bution percentage of 50:50. 50% (fifty percent) was distributed to the city of Jakarta and 50% (fifty percent) was distributed to the city of Surabaya, resulting in 130 respondents in each city. Based on the returned questionnaire, it was known that the response rate was 98.46% with a total of 256 respondents who were collected and eligible to be part of inclusion criteria. In the validity testing, this study employed a method called confirmatory factor analysis (CFA). The testing was conducted to see whether the arranged indicators based on certain variables were able to represent the variables. CFA-related testing can be seen in table where none of the values of factor loading of operational items are less than 0.7. Hence, it can be stated that the construct validity was reached. Next, this study conducted convergent validity testing aimed to see the correlation level between latent and construct variables where the data were deemed valid when having an AVE value of more than 0.5 (>0.5). Based on Table 2, it can be seen that the overall data of AVE exceed 0.5. Therefore, it can be stated that the convergent validity was fulfilled.

Table 2 Validity Testing

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Item Operasional</th>
<th>Factor Loadings</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>GHD1</td>
<td></td>
<td>0.712</td>
<td></td>
</tr>
<tr>
<td>GHD10</td>
<td></td>
<td>0.850</td>
<td></td>
</tr>
<tr>
<td>GHD11</td>
<td></td>
<td>0.817</td>
<td></td>
</tr>
<tr>
<td>GHD16</td>
<td></td>
<td>0.759</td>
<td></td>
</tr>
<tr>
<td>GHD17</td>
<td></td>
<td>0.802</td>
<td></td>
</tr>
<tr>
<td>GHD18</td>
<td></td>
<td>0.761</td>
<td></td>
</tr>
<tr>
<td>GHD19</td>
<td></td>
<td>0.756</td>
<td></td>
</tr>
<tr>
<td>GHD2</td>
<td></td>
<td>0.747</td>
<td></td>
</tr>
<tr>
<td>GHD20</td>
<td></td>
<td>0.740</td>
<td>0.631</td>
</tr>
<tr>
<td>GHD21</td>
<td></td>
<td>0.788</td>
<td></td>
</tr>
<tr>
<td>GHD3</td>
<td></td>
<td>0.821</td>
<td></td>
</tr>
<tr>
<td>GHD4</td>
<td></td>
<td>0.788</td>
<td></td>
</tr>
<tr>
<td>GHD5</td>
<td></td>
<td>0.829</td>
<td></td>
</tr>
<tr>
<td>GHD6</td>
<td></td>
<td>0.820</td>
<td></td>
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<tr>
<td>GHD7</td>
<td></td>
<td>0.818</td>
<td></td>
</tr>
<tr>
<td>GHD8</td>
<td></td>
<td>0.812</td>
<td></td>
</tr>
<tr>
<td>GHD9</td>
<td></td>
<td>0.860</td>
<td></td>
</tr>
</tbody>
</table>
R² coefficient measure serves to describe how strong independent variables in explaining dependent variables, in this study it refers to how strong hedonic lifestyle explains irrational purchasing behavior. R² test is better when the coefficient is very close to number 1. The result of R² is shown in following Table 3.

### Table 3: r-Square

<table>
<thead>
<tr>
<th>r-Square</th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irrational_PB</td>
<td>0.730</td>
<td>0.727</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>f-Square</th>
<th>Irrational_PB</th>
</tr>
</thead>
<tbody>
<tr>
<td>GH_Hedon</td>
<td>0.341</td>
</tr>
<tr>
<td>S_Acknowledgement</td>
<td>0.277</td>
</tr>
</tbody>
</table>

Source: Processed data, 2023

Based on the result in the table, it is visible that the independent variable represented by hedonic lifestyle can explain the dependent variable represented
by irrational purchase behavior with a value of 0.730 which means approximately 73%. The result of the correlation test in Table 3 also demonstrates that Hedonic Lifestyle has a relation to irrational purchase behavior with a value of 0.512 or 51%. It means that hedonic lifestyle has a close relationship to irrational purchase behavior. Both hedonic lifestyle and social acknowledgement concurrently have an impact on irrational purchase behavior. Social acknowledgement moderates the relationship between hedonic lifestyle and irrational purchase behavior by as much as 0.198 or 19.8% which means that the impact is not too significant. The result of the significance test of this study can be further seen in the Figure 2.

Furthermore, this study conducted moderation test in which the result is displayed in Figure 3.
In Figure 3, the result of moderation effect demonstrated that there is a difference of moderation effect in each city. In Jakarta city, the value was $\Delta = 9.18$ which means that social acknowledgement can moderate the variable of hedonic lifestyle well in a low level of hedonic lifestyle. However, the opposite effect occurs in Surabaya City, with a value of $\Delta = 7.53$, which demonstrated that social acknowledgement can moderate the variable of hedonic lifestyle well in a high level of hedonic lifestyle.

E. DISCUSSION

The research conducted in Jakarta and Surabaya, Indonesia provides significant insights into the factors that affect irrational purchasing behavior. The study utilizes rigorous testing methods, such as confirmatory factor analysis (CFA) and analysis of convergent validity, to establish the reliability of its findings. The findings emphasize the considerable influence of hedonic lifestyle on illogical purchasing behavior, suggesting that those who prioritize pleasure-seeking and satisfaction in spending are more prone to making irrational buying choices. Emotional fulfilment tends to take precedence over rational considerations when making a purchase. Additionally, the research recognizes social acknowledgment as another significant aspect. Social norms and peer influence significantly impact
consumer behavior as individuals aim to gain approval and recognition through their buying decisions. The influence of social recognition on impulsive buying behavior is clear, but its moderating impact on the connection between hedonistic lifestyle and impulsive conduct differs between Jakarta and Surabaya. The variations in moderation effects between these two locations suggest the existence of unique cultural and contextual variables. Social recognition in Jakarta appears to better control hedonistic behavior in contexts where hedonic tendencies are low, possibly due to a greater societal focus on conformity and seeking approval. In Surabaya, social acknowledgment effectively moderates hedonic tendencies in settings of higher indulgence, indicating a complex relationship between cultural norms and individual behaviors. The results indicate that irrational purchasing behavior in Indonesia is influenced by a combination of personal preferences, societal standards, and cultural factors. Understanding these processes is crucial for developing specific treatments to encourage more rational consumption habits and reduce the adverse effects of impulsive purchasing behavior.

F. CONCLUSION

This study successfully proves that there is a relationship between hedonic lifestyle and irrational buying behavior. The research analysis demonstrates that there is a positive relationship between hedonic lifestyle and irrational buying behavior. It means that the higher the level of hedonic lifestyle is, the higher the irrational buying behavior is. This study is also able to prove that social acknowledgement was able to moderate the relationship between hedonic lifestyle and irrational buying behavior. This study utilized hedonic treadmill theory in studying the impact of the psychological element in the form of social acknowledgment on irrational buying behavior. With the given specified details of the result, it can be stated that social acknowledgement in Surabaya city will be able to shape irrational buying behavior dominantly, strongly, and effectively when in a high level of hedonic lifestyle. However, this finding is reversed in Jakarta City as social acknowledgement will be able to make irrational buying behavior well in a low level of hedonic lifestyle.
G. LIMITATION

Based on this research, the author is fully aware that this study is far from being perfect. Hence, the author opens a discussion space and welcomes suggestions and feedback for improvement within the academic member or civitas academica related to the topic of this study. For the company, this research is expected to serve as a reference for marketing management to decide policies. In addition, the result of this research can be feedback for PT Rhema Cipta Karya Gemilang (Rhema Advertising) in doing future Home Media (OOHM) marketing by creating business model innovation such as B2B (business to business) in which the activities or the business transactions are done between the same business entities and/or making business model innovation by using B2G (business to government) mechanism, in which the business model innovation can be done with governmental agency stakeholders. For future research, is expected to enrich the theoretical framework by viewing from a different theory or adding other appropriate variables, choosing different but similar research objects to enable describing the condition of other objects and serving as comparison and increasing the scope to a wider range of generalization. The next research is expected to be done longitudinally or in the long term of time and continuously so that the research result will be in accordance with the on-going changes occurring to the object or the subject of the research.

REFERENCES


