

Customer Satisfaction Act upon the Brand's Fame: A Case Study of Nestle

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ABSTRACT

Nestle is a globally recognized brand with a large following of dedicated customers because of its variety of products that captivate everyone who consumes it. This study aims to examine the correlation between customer satisfaction on Nestle's fame and fortune. Nestle may have issues regarding their customer satisfaction which is affecting the company's development. Therefore, this case study tries to show and analyze how Nestle meets customer satisfaction while improving its products. A survey has been carried out to obtain new, valid, and accurate data. A total of 100 respondents participated in this survey. Besides, secondary data for this study was acquired from a variety of resources such as websites, journals, and articles in order to gain a deeper understanding. The findings indicate that customer satisfaction influences the fame of Nestle. The findings also provide recommendations to enhance the opportunity of improving Nestle's customer satisfaction and suggestions for future development.

Keywords: Brand's Fame, Customer Satisfaction, Nestle, Future Development

INTRODUCTION

Customer satisfaction can be perceived in various situations and is associated with goods and services. It is influenced by the customer's experiences with the company and personal implications. A satisfied client in the commercial sector is as "one who gains significant added value" to their bottom line—a phrase that might also be applied to public services (Cengiz, 2010). In today's world, an increasing number of businesses use customer satisfaction as a key success measure to improve customer loyalty regularly. However, it is almost impossible to keep the entire organization motivated by the weak concept of customer satisfaction. Therefore, this concept needs to be worked on and improved to get it transformed into a number of quantitative indicators or elements influenced and understood by people (Deschamps & Nayak, 1995). Customers have been more aware of their obligations in recent years, and they are attempting to gather as much information as possible to make informed decisions when purchasing goods and services. Several researchers have debated the value of customer satisfaction as the main component of a company's marketing strategy over the previous two decades (Leinkumar, 2017).

In a highly competitive market environment, every business can gain a competitive advantage by improving its customer satisfaction and loyalty. This can be linked to a famous brand in the market, such as Nestle. Nestle means 'small nest', a sign of stability, sustenance, and family that appears in both the logotype and the brand. Nestle is now the world's largest food and beverage firm, with over 290,000 employees in 86 countries, including Malaysia and Kuwait. Nestle also provides the best meals at all hours of the day and all stages of life. Nestle is completely responsible to both its staff and its customers. It has various branches all over the world recognized by its customers, creating customer trust and loyalty. Furthermore, Nestle is continuously on the lookout for its workers who are willing to go above and beyond in terms of delivering their commitment to the company (Lee et al., 2020).

Short-term success or profit is never traded for long-term potential. The firm's initial purpose is to provide customers with the best and most useful items at all phases of their lives, no matter what their needs or where they are in life. Nestle sells a wide range of meals and beverages such as baby foods, coffee, cereals, chocolates, pet foods, frozen foods, and yogurts (Djarum et al., 2019). To sell its product, the corporation relies on a global distribution network. Their food and beverage production and distribution from sites are managed by the firm with a global presence in over 100 nations. Hence, the company's tagline is "Good Food, Good Life", reflecting its goal of providing the best product to customers regardless of location or demand.

Nestle also owns several well-known consumer brands, including Nestle Water, Milo, Kit-Kat, and Maggi, among millions of people, which have helped Nestle develop a powerful global brand image. This achievement can be described as a clear focus and mission to meet customer satisfaction (Chung et al., 2020) because customers are the engine of economic activity, and their prerogatives are equal to those of the monarch; they are the fulcrum or pivot around which the enterprise revolves. In today's competitive market climate, a company's brand image is extremely important to attract new customers and retain existing ones. Buyers always prefer branded items or services. As a result, companies confront considerable difficulties sustaining and improving brand image, loyalty, and brand image. In the minds of associated customers, brand image is the overall impression of a company's personality, which can be qualities, imaginary, and real shortcomings (Neupane, 2015).

Despite the company's achievements, it still has some weaknesses and risks. In research from Djarum et al. (2019), large firms in the food and beverage industry are generally seen as trustworthy and reliable by economists and governments, especially during times of economic instability and crisis. Nestle's history, on the other side, is filled with "frequent controversies" involving what journalists refer to as unethical practices that the company employs. Consider what happened the year before, when the corporation disregarded the rules of advertising and misled clients by making promises about the nutritional content of baby milk formula (Diana, 2018). Healthy food has been on an inexorable upward trend in recent years. Nestle, as the world's largest and most profitable firm, faces several dangers and problems around the world, necessitating robust actions and respecting consumers' demand for healthier solutions.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction has a significant impact on a company's future success. Hansemark and Albinsson (2004) defined customer satisfaction as "an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire" (pp. 40-57). The business concept recognizes the importance of creating value for customers by showing responsibility and capability to meet their needs and manage and predict them (Lager, 2008). Besides, Kotler (2000) added a contextual perspective to the definition of customer satisfaction. He noted that consumers' demand is human needs formed by culture and individual personality. As a result, to achieve customer satisfaction and organizational success, businesses must be able to satisfy their consumers' requirements and desires (La Barbera & Mazursky, 1983).

The predictive ability and diagnostic significance of customer satisfaction are also highlighted in the literature. It is considered a metric that measures how well company products or services satisfy the expectations of its customers. To monitor their performance, customer satisfaction statistical data, such as data from conducting a survey of customer satisfaction towards their brand, may help identify what is working well with their products, activities, internal procedures, and what needs to be improved or altered totally.

The main challenge is the wide variety of consumer tastes, making it impossible to satisfy all potential consumers in a specific market. As the global market has grown increasingly competitive, consumers in various locations have easier access to a wider selection of sellers, and they have become increasingly demanding, making it almost impossible to satisfy them all. As a result, Nestle conducts target marketing for many of its products. Customer satisfaction is often regarded as a critical metric and a prerequisite for long-term profitability. Satisfaction is the reaction from customers who have fulfilled their wants (Oliver, 1997) to cater to the strategy's needs, which holds each country's subsidiary accountable for the proper operation of its own business. Decentralized system aims to enhance customer satisfaction. For example, nestle produced a specific product targeted Malaysia supermarket (milo chocolate malt) to create a tastier and healthier choice for customers.

Customer Satisfaction and Brand Reputation

Brand reputation influences customer satisfaction (Pandey et al., 2021). Gul (2014) stated that the relationship between customer satisfaction and brand reputation is important as it represents the company's image in the mind of its customers. According to Bhasin (2021), a good brand reputation can be defined as when customers trust the brand, they feel good and

glad for purchasing the goods and services from the business. For instance, Nestle concerns about its public image. Nestle sustainability initiatives are guided by three objectives: helping children, improving community life, and preserving the environment. Nestle uses its resources and scale as the world's largest food and beverages company to help improve the development of countries and communities in which the business operates and solve issues including packaging waste, biodiversity, and climate change. One of its initiatives is to join the Net Zero Initiatives as the first partner (Schroeder, 2020).

Customers are using social media to express their satisfaction or dissatisfaction with products and services. Therefore, customer satisfaction is becoming increasingly important. Their voice has grown louder, reaching the potential purchaser who read product reviews before purchasing and consumer protection organizations. Customer satisfaction has a well-established impact on word-of-mouth marketing, marketing efficiency, and organizational performance, and it is rapidly attracting the attention of managers and marketing pundits. In support, Kang and Hustvedt (2014) argued that the word-of-mouth marketing approach is well-known for its marketing benefits, including positive purchase intent, support intent, customer satisfaction and significant improvement in brand reputation. In convincing consumers to switch products, positive word-of-mouth is seven times more powerful than newspaper and magazine advertising, four times more successful than personal selling, and twice as effective as radio advertising, according to Katz and Lazarsfeld (1955).

A good brand reputation will create and maintain a clear positive and long-lasting impression on the consumers' minds. If brands are properly built and managed, they may invest in profitable areas, including increased sales, market share, and overall profitability. Besides that, variety, quality, design, packaging, services and brand name are all positive attributes of a good product (Arjuna & Ilmi, 2019). Customer satisfaction is now considered an even more important strategic weapon because of its increased direct and indirect influence on organizations' performance and brand reputation. In sum, positive brand experiences expressed through word-of-mouth and a strong brand reputation inspires trust in the minds of current and prospective customers because they feel the brand will grow and reach its full potential. Nestle's global consumer services organization guarantees that any consumer inquiry, question, or complaint is immediately addressed.

Customer Satisfaction and Customer Loyalty

According to many experts, customer satisfaction is a crucial factor of customer loyalty (Loureiro, 2020). According to Chitty, Ward, and Chua (2007), satisfied clients are more likely to become loyal. Customer loyalty is described as a customer's attachment to a company's products and services. Whenever a consumer is satisfied with a firm's services or products, they are more likely to be loyal to that brand. Companies may optimize or gain big profits from loyal customers because loyal customers are entirely willing to earn or purchase more frequently, spend money on new products, and recommend the products and services to others (Reichheld & Sasser, 1990). As a result, company growth and profitability are related to customer loyalty (Eakuru & Mat, 2008).

Brand loyalty, which is driven by customer satisfaction, has a significant impact on promotional and advertising spending effectiveness. Nestle grows its sales and promotes brand loyalty by offering a free gift (free custom ice shaker) for each item purchased from BearBrand Choco milk, which was an effective marketing campaign (Kent, 2018). They are known to be positive influencers and primary predictors of companies' efficiency, revenues, performance, and business growth. Belas and Gabcova (2014) stated that the primary driver of company profitability and growth is customer loyalty, directly established by their satisfaction. Furthermore, customers that are loyal can assist the company in developing

new products and services. Companies that rely on loyal and long-term customers may benefit from their assistance in developing value-added marketing strategies, identifying strategic possibilities, and increasing efficiency (Chou, Horng, Liu, & Lin, 2020).

Product Quality

The reputation of a corporation is determined largely by its focus on quality. The process of inspecting a product or service to ensure that it meets a set of criteria and industry standards is known as quality control. Total Quality Management (TQM) is a quality management tool that emphasizes customer-focused quality, continuous quality improvement, process learning, and problem-solving in a collaborative setting. Although product or service prices and other factors influence sales and customer satisfaction, quality is also crucial. In this regard, Agyapong (2011) indicated a positive relationship between product, service quality, and customer satisfaction. Nestlé complies with all legal and regulatory requirements in each nation and employs its own high expectations of total quality management in every production process perspective, from raw materials to finished goods to continuously delivering hygienic and high-quality products to customers worldwide. However, in the past Nestle was involved in several scandals linked to the company's inadequate quality control in some countries, such as adding unauthorized chemicals to Maggi instant noodles in India. (Indian Maggi instant, 2015).

The increasing importance of social media among customers causes the customers and reviewers to easily share positive and negative ideas about the company's product quality on blogs, product review sites, and social networking such as Facebook and Twitter. In support, Chi (2009) suggested that brand quality influenced brand loyalty positively while perceived quality moderated the impacts of brand awareness and purchase intent. Nestlé's mission is to improve its customers' life quality by offering them tastier and healthier food and beverage options and services that help them improve overall nutrition, health, and wellness (Nestle, 2020). To maintain and develop products and services in a comprehensive quality environment, product and service quality must be maintained consistently, and continuous system improvement must be applied to accomplish the primary objectives (Goetsch & Davis, 2016). Nestle is one of the largest and most well-known food and nutrition research and development companies globally. Nestle's business relies heavily on research and development, as seen by the highest-quality products being promoted to the general population. Their innovation to secure the success of a product line such as coffee where Nestle teamed up with Starbucks to create coffee that can be enjoyed in the comfort of home. Nestle Nescafe Dolce Gusto sales have surged as customers can now enjoy the premium Starbucks at home (Nestle teams up, 2020). Quality standards help retain consumer pleasure and loyalty while also lowering the risk and expense of replacing defective goods. Thus, establishing a reputation of high-quality reputation necessitates doing the obvious: sticking to higher quality standards.

RESEARCH METHOD

This study used a combination of quantitative and qualitative methodology to gain a better understanding of a real-world problem (Strijker, Bosworth, & Bouter, 2020). We have a few different types of research data, including primary and secondary data. These forms of data are essential for achieving the research goals and objectives.

The data was collected and implemented through a questionnaire by a Google form to obtain information on consumer satisfaction towards Nestle's products through the primary method. The unique first-hand data obtained through a survey or an interview is the primary method. This information was gathered directly from the source (Hox & Boeijs, 2005). In this survey,

a total of 100 Nestle customers devoted their valuable time to responding to our survey by answering all the questions. As the researchers are not all from the same country Malaysia and Kuwait, an online survey makes it easier to distribute. Besides that, customers can access and respond to an online survey more quickly. An online survey takes less time to complete compared to a traditional survey as the researchers do not have to collect the paper or questions that the respondent answers because it is all available online. The questionnaires were distributed to the country that consumed Nestle products (Malaysia and Kuwait) to get their views on the topics. This also helped us to investigate the level of customer satisfaction and their relation to the brand reputation. We used Likert scale of 1 (very unsatisfied) to 5 (very satisfied). This category aimed to know which factors satisfy consumers' needs and which factors that consumer are not satisfied with and need to be improved by the organizations.

To complete this study, we investigated and determined the significance of the data by referring to existing data. We gathered information using secondary data. Secondary data is information available secondhand in the market and can be found in published books, magazines, articles, journals, and other resources available on the websites. We also referred to the official website of Nestle (www.nestle.com.my) for the most up-to-date company information available to the public. Several journals were selected as they helped us gain a deeper understanding of the topics. The foundation offered journals for our research and findings.

RESULTS

This section presents and further explains the findings and data extracted and structured from Google Form responses distributed online to the 100 respondents. The survey consists of three sections: respondents' demographic, customer loyalty, and customer satisfaction.

Table 1. Summary of Respondents Demographic (N=100)

Response	Frequency	Percentage (%)
Gender		
1. Male	35	35%
2. Female	65	65%
Age		
1. Less than 19 years old	15	15%
2. 20-29	73	73%
3. 30-39	5	5%
4. 40-49	3	3%
5. 50 years and above	4	4%
Occupation		
1. Employed	29	29%
2. Student	64	64%
3. Retired	5	5%
4. Unemployed	2	2%
Monthly income		
1. Below RM1,000	57	57%
2. RM1,200-RM3,000	24	24%
3. RM3,000-RM6,000	10	10%
4. RM6,000 and above	9	9%
Nationality		
1. Malaysia	57	57%
2. Kuwait	24	24%

Table 1 shows the summary of the demographic details of 100. The survey results show that females dominate a high percentage in the survey while males have a small significant number of respondents takes place, which is 65% and 35%, respectively. The respondents involved were mostly aged 20 until 29, representing 73%. Most people in this age are hustling with their challenging adult life, and they tend to make things simpler and easier by spending on something more useful and more reasonable. The products sold by Nestle are easier to use and do not require a huge amount of effort to work on it, such as instant hot drinks, instant noodles, and others. Plus, the busy and workaholic person will have less time to prepare meals since they have a lot of work and life commitments. They pick something less-time preparing food to fill up the guts. However, this is only happening when they have a time constraint that obstructs them from cooking and preparing more nutritional food. In a study of young adult women, long hours of work or study were the most commonly reported cause of time pressure (Escoto et al., 2012).

The result shows that even students (64%) and employed adults (23%) with income below RM1000 or USD 240 can afford to buy any Nestle products. The company also prioritizes price affordability as its main strategy to prevent consumers from finding near products that offer lesser prices (Neo, 2021). The income of respondents marked below RM1000 shows a huge percentage compared to those with RM6000, which are 57% and 9%. Since there are some students involved in this survey, the income results appear more below RM1000 part as most of them only rely on a monthly allowance from many sources, either family or scholarships, and study loans. The respondents take place in two countries, Malaysia and Kuwait. A huge number of respondents involved are from Malaysia, 82%. The survey was also distributed outside of Malaysia, which is Kuwait. The results show two ethnicities involved: Kuwaiti 17% and Canadian 1%. The Nestle products in Kuwait was there in 1934, and because of the trust put the consumers, they also became the number one by region leading in nutrition, health, and wellness company (Nestle, 2021).

Most of our respondents are people with age around 20-29 (73%). They are also employed (64%) and students (23%). The majority of them have an income below RM1000 (57%). On the other hand, we can conclude that the Nestle products are quite affordable and easy to serve by youth and adults and that is why Nestle has always been their number one choice. Based on the demographic results, we can see that Nestle has a special place in their heart since they regularly buy the products without any hesitation and feel contemplating spending their money.

Table 2. Summary of Respondent Customer Loyalty towards Nestle (N=100)

Response	Frequency	Percentage (%)
Have you tried any Nestle product before?		
1. Yes	100	100%
2. No	0	0%
How often you purchase Nestle products?		
1. Rarely	18	18.2%
2. Once a week	19	19.2%
3. Once a month	18	18.2%
4. Always	42	42.4%
5. Once every two months	2	2.0%
6. Never	0	0.0%
How do you know about Nestle products?		
1. Television	45	45%
2. Online Advertisement	11	11%

3. Social Media	9	9%
4. Family or Friends	35	35%
How long have you been consuming Nestle's products?		
1. Never	0	0%
2. Less than a year	5	5%
3. 1 – 5 years	5	5%
4. 5 – 10 years	15	15%
5. More than 10 years	75	75%
What factors attracted you to buy Nestle's product?		
1. Price	44	15.1%
2. Quality	64	22.0%
3. Brand Name	40	13.7%
4. Availability	32	11.0%
5. Attractive	21	7.2%
6. Hygienic packaging	16	5.5%
7. Taste	74	25.4%
Do you agree Nestle products are easy to find at supermarkets and grocery here?		
1. Strongly disagree	7	7%
2. Disagree	0	0%
3. Neutral	3	3%
4. Agree	29	29%
5. Strongly agree	61	61%
Nestle is very concerned about the quality of the products		
1. Strongly disagree	1	1%
2. Disagree	2	2%
3. Neutral	14	14%
4. Agree	54	54%
5. Strongly agree	29	29%
Nestle has met my expectation by having good quality		
1. Strongly disagree	2	2%
2. Disagree	0	0%
3. Neutral	11	11%
4. Agree	54	54%
5. Strongly agree	33	33%

Table 2 shows the summary of respondent customer loyalty towards Nestle. Based on the survey, all the respondents from Malaysia and Kuwait have tried Nestle products before (100%). The data shows that 42% of the respondents always purchase Nestle products. Only 2% purchase Nestle products once every 2 months. However, 19.2% purchase Nestle products once a week, once a month (18.2%), and 0% never purchase Nestle's products. The advertisement channel that has been distributed the most in knowing Nestle's products has reached over 45% of responses where the majority of the respondents choose television as the channel of how they know about Nestle products. This indicates that television brings more information about Nestle products as many people watch advertisements on television more than on social media. Moreover, once customers know about the product, it benefits Nestle as their products are familiarly used in their daily needs.

Also, according to the survey, 75% of the respondents have consumed Nestle products for more than 10 years. Apparently, this has given more evidence of customer loyalty Towards Nestle products. Apart from that, factors that attract consumers to buy Nestle are taste (74%), quality (64%), and reasonable price (44%). These three factors are mostly picked by

respondents who have given Nestle reasons to stay as a brand in retail. Moreover, the consumers agree that nestle products are easy to be found at supermarkets and grocery stores, indicated by over 61% strongly agreeing and 29% agreeing. The result shows that Nestle provides their product to most countries with a high demand for their products. However, 7% of respondents choose to strongly disagree with the statement. This is because people who live in a village or hinterland might find it a bit hard to find the products there. Next, over half of the respondents (58%) agreed that Nestle is concerned about its product quality. Above all, the inquiry about “Nestle has met my expectation by having good quality” has gained the most votes, which is over 80% from 100 responses. As revealed by the results, Nestle is indeed concerned about its products based on customer satisfaction.

DISCUSSION

Table 3. Customer Satisfaction with Nestle products from Customer Perspectives (N=100)

Response	Frequency	Percentage (%)
How satisfied are you with Nestle’s products?		
1. Very Unsatisfied	0	0%
2. Unsatisfied	0	0%
3. Neutral	6	6.1%
4. Satisfied	44	44.4%
5. Very satisfied	49	49.5%
If no, which aspect are you unsatisfied with?		
1. Prices	23	41.1%
2. Packaging	7	12.5%
3. Quality of the product	6	10.7%
4. Perception toward Nestle is bad	7	12.5%
5. The product is not suitable for my lifestyle	11	19.6%
6. Ingredients	1	3.6%
How satisfied are you with the purchase of Nestle’s products you made?		
1. Very Unsatisfied	0	0%
2. Unsatisfied	1	1%
3. Neutral	10	10.1%
4. Satisfied	47	47.5%
5. Very satisfied	41	41.4%
How satisfied are you with the image of Nestle as a brand in the food industry?		
1. Very Unsatisfied	0	0%
2. Unsatisfied	1	1%
3. Neutral	9	9.2%
4. Satisfied	35	35.7%
5. Very satisfied	53	54.1%
How satisfied are you with the price of the Nestle’s products?		
1. Very Unsatisfied	1	1%
2. Unsatisfied	5	5.1%
3. Neutral	21	21.4%
4. Satisfied	36	36.7%
5. Very satisfied	35	35.7%
How satisfied are you with the availability of Nestle’s products in the market?		
1. Very Unsatisfied	0	0%
2. Unsatisfied	0	0%
3. Neutral	10	10.1%
4. Satisfied	33	33.3%
5. Very satisfied	56	56.6%

How satisfied are you with the quality of Nestle's products?		
1. Very Unsatisfied	0	0%
2. Unsatisfied	1	1%
3. Neutral	12	12.1%
4. Satisfied	38	38.4%
5. Very satisfied	48	48.5%

Table 3 summarizes customer satisfaction with Nestle products from customer perspectives. The results indicate positive responses in which respondents were satisfied with Nestle products by an average of 94%. The next question allows respondents to select multiple answers to determine the unsatisfactory aspect of Nestle's products with 55 responses. The pricing was a big source of dissatisfaction (23%). The next survey was to determine how satisfied customers were with their Nestle purchases. According to the survey, 88.9% were satisfied with their purchase. This is because Nestle always comes up with new ways to improve its products, increasing the interest of consumers or non-user in ensuring the highest level of satisfaction while purchasing and using Nestle's products. Furthermore, Nestle is committed to providing the greatest products to its customers. Nestle can generate its value despite the rising commodity prices around the world. Consequently, 72.4% of respondents are satisfied with the pricing. Nestle's goal is to earn long-term profits by offering a diverse range of superior, nutritious food products at reasonable costs. It is also possible to argue that prices positively impact customer satisfaction.

Apart from that, most respondents seemed content with Nestle's image as a food industry brain. This is due to Nestle's efforts to attract its consumer to remain loyal. Nestle is also well-known in practically every country, and its products are used by millions of people every day. It can be proved that 89.8% were satisfied with Nestle's image as a food brand.

The market availability of Nestle's products was also investigated to determine consumer satisfaction. The product availability in the market was rated as very satisfied and satisfied by 89.9% of respondents and 0% of respondents dissatisfied. This shows that Nestle provides consumers with a higher level of satisfaction when finding Nestle's products on the market. Lastly, product quality must also be examined while researching consumer satisfaction. We discovered that the majority of the respondents are satisfied (86.9%). Nestle's corporate excellence criteria in the marketing sector enable the company to offer high-quality, consistent, dependable, and convenient world-class products. Nestle also provides consumers with the highest level of satisfaction and trust due to high-quality local raw materials.

CONCLUSION

Our analysis concludes that the company markets its products so that it happens to be sustained over a long span of time for the consumers, shareholders, employees, and business partners. The company believes in its quality and services to be ensured that they are highly trusted on health and safety. The company is focused on how the world is evolving, and so is the lifestyle of people; they tend to acquire the best possible experience for their consumers as though - providing them with better nutrition, taste, quality, consistency, and affordable prices. Since Nestle does not own any agricultural farms, it happens to have a long-term credible relationship with its farmers based on mutual trust, proving the quality of the raw material to be the best so that the consumer is satisfied.

This study of customer satisfaction in the industry of Nestle has shown how almost all of its customers are aware of and know the products. They are satisfied with the terms of quality

and conditions and trust Nestle as a firm of "good food", further giving them their "good life". The study aims at how the company satisfies its consumers; influences on buying decisions of respondents. Researchers have concluded that the company has marketed its products based on consumers' preferences of rate; therefore, any slight differences in that would affect the satisfaction due to the growing competition in the market. To further enhance the successful growth of the market, the company must overcome the areas of neglected growth: overpowering other competitive companies in both rural and urban areas to satisfy that community of customers. The data tells how the company must work on the areas of bringing about new products in its market to further provide the customer with continued interest and maintain their consistent standard.

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