

# The Grasp and Consumer Insight Apropos Gauge of Online Sales Promotion Techniques Via Online Shopping

A. Leo, V. Bastin Jerome

**Abstract:** In Tiruchirappalli has its paved a way for many shoppers to access higher online shopping due to various factors such as convience includes the huge benefits, best prices, different variety, possibly send the gifts more easily, easy price comparison, no crowds and no pressures. The present study examines the stress driven compulsive online spending among the inbound shoppers. In online shopping compulsive buyers have high levels of both positive and negative impacts. The existing research in the area of compulsive spending shows that most of the time it affects the buyers that may lead to serious problems. It aims to make a study on perception and spread awareness regarding online sales promotion techniques. In order to sense the retort of rural people through offline advertisements with regard of sales promotion techniques. To measure the grasp and insight of online shoppers. To recognize the contend of promotion techniques. To estimate the outreach of social media advertisement.

**Key Words:** awareness, e-commerce, online shopping, perception.

## I. INTRODUCTION

The term e-commerce was originated back in the 1960's by the ascent of electronic commerce-through the transmission of data the entire process of involving the buying and selling of goods occurs. Electronic commerce and enhance one of the most vogueish method of moulding money and captivating scope for investors. For those intrigued in buying an e-commerce business this article assists to furnish an introduction to e-commerce, awning the impetus for its vogueish, the dominant dispensation of prototypical and the juxtaposition of the extensive e-commerce platform.

The configuration of e-commerce which grant consumers to face to face by products and services from a seller through the particular operate browser with an internet connection. Use a discover a product of gripped by look and on the website of the trafficker head on or by incisive among replacement vendor wield a shopping search engine, which exhibit the identical product obtainability and evaluate at contrasting e-retailers.

Online shopping encompasses heterogeneity products such as desktop computers, laptops, tablets, smartphones and ladies and men's accessories, home appliances, trending

wears, trending kids wears, grocery, ladies, gents and kids' footwears. Sales promotion that aims of any given business is to increase the profits sales promotion is the procedure of persuading an embryonic customer to buy the product. The Promotion Techniques are playing vital role in online shopping some of the effective sales promotion techniques are listed below.



The online shopping sites are using sales promotion techniques to boost their sales. Most of the consumers purchasing the products because of the promotion techniques they have the faith and trust regarding the promotion techniques that kind of trust and faith created by the efficient online shopping websites. Some of the shopping sites are efficiently using the promotion techniques listed below.



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II. REVIEW OF LITERATURE

Andrew, J. R and Vanitha, S. (2004) explains that E commerce is the virtual or electronic medium of transmission and transgression of commerce through trade and commerce, forged by common partnerships and bonds, connected through associations and enterprises that determine economic growth and stimulate prosperity. Amit, B. Sanjoy, Ghose. (2004). briefly elucidates about E Commerce is the connectivity and emotions, that technology and businesses manifest to attain control and perspective across enterprises that measure buying behavior to attain consumer confidence and boost sales. Creswell, J. (1994) elusively corroborated online shoppers’ barriers and their perception coordinate a basic phycology related their attitudes and various perceptions as such. It had been conceded by composing a major record of online related issues and functions, that finalized and observed through the one-way anova report. K. Gautam, B. (2004). Intentions, Orientations and Segmentation.” Evaluated a plethora of purchasing desire of online shoppers, whilst keeping the objective of the research was observed the area in a shootable way of carrying the things out of empirical research to online shoppers motivation and simulation on to purchase online’ the study was to observe the specific areas in an identifiable way of analyzing and carrying the consumers motivation on the online shopping it is analysed and carried out through an empirical research. Goldsmith, R. E. & Bridges, E. (2000). conducted a study in Taiwan. The environment of online shopping is entirely different from the regular retail shopping in various ways. So, the satisfaction of the online shopper’s index is needed, to quantify online shoppers’ satisfaction in online environment. Online Trust creates on perceived value, customer satisfaction and customer loyalty. The results exhibit that the online shopper’s satisfaction is very much important characteristics which is deciding the online shopper’s loyalty and originality. Forsythe, S. M. and 37 Eccromania (2010), explains according to his study “A Study related to Indian Online shoppers and their Buying Behaviour”, it explains the important areas to observe and analyze the factors related to the features of the buying behavior of online consumers. Online shoppers buying behavior in was studied using a plethora variable. It also engenders support that helps the researchers to observe the activities of online shoppers’ attitude and to shop online through internet, and online shoppers’ perceptions regarding ease of use and usefulness.

According to Kent, R. (2007), Sales promotion signals the steps which are taken for the purpose of attaining an improving sale. Frequently this kind of term categorically pertains to selling efforts that are structured to cushion personal selling and advertising and by co-ordination helps them to become more efficient.”

In the words of Rogers, J.D. (1998). “Sales promotion encapsulated various forms of supported communication far from the functions related with personal selling. Sales promotion is a part of marketing and invokes the process of buying behavior. It is part and parcel of the enterprise’s economic and social structure.

III. METHODOLOGY

A survey conducted in both city and rural areas in Thrichirapalli district at Tamil Nadu. The respondents properly answered to a structured and systematic

questionnaire. Convenience sampling technique, which is an important one of the non-probability sampling, used in this study to analyses the various levels of the respondents. In this research some of the statistical analysis used like percentage analysis, one-way ANOVAs, Regression analysis. This analysis used to compute the findings. This study utilized both secondary and as well as the primary data. From the questionnaire the primary data was collected then from the journals and articles the secondary data collected.

A. Sample Design

The study comprises of 630 samples. Because of the unfilled questionnaire and unwillingness of the respondents the study consists only 600 samples for the analysis. The samples collected from Thrichirapalli district. It is divided in to four divisions on the basis of its population. The data collected from both city and rural area’s online shoppers.

B. Limitation of the Study

The study examined Thrichirapalli district educated persons alone. The study contains samples from educated online shoppers only. Future research will cover each and every district online shopper in all over Tamil Nadu. The future research will examine the satisfaction level of online shoppers towards online sales promotion technique.

IV. FINDINGS AND DISCUSSIONS

Percentage analysis for major demographic variables

The demographic characteristics are summarized in tables below:

Table 1: Age wise classification of the respondent.

Age	Frequency	Percent
below 20 years	148	24.7
21- 30	119	19.8
31- 40	145	24.2
41 - 50	88	14.7
above 50	100	16.7
<b>Total</b>	<b>600</b>	<b>100.0</b>

Table 2: Income wise classification of the respondent.

Gross annual income	frequency	Percent
Up to 200000	147	24.5
200001 – 500000	216	36.0
Above 500000	237	39.5
<b>Total</b>	<b>600</b>	<b>100.0</b>

Table 3: Gender wise classification of the respondent.

Gender	Frequency	Percent
Male	393	65.5
Female	207	34.5
<b>Total</b>	<b>600</b>	<b>100.0</b>



**Table 4: Education qualification wise classification of the respondent.**

Education qualification	Frequency	Percent
School Level / Diploma	59	9.9
Graduate	171	28.5
Post Graduate	155	25.8
Professional	215	35.8
<b>Total</b>	<b>600</b>	<b>100.0</b>

**The result from the demographic factors listed below**

1. It is finalized from the above table and chart that most of the respondents (24.7%) from below 20 years followed by the age of 41 – 50 years (14.7%). the responses from this study tells that the greater number of younger generation people are purchasing and visiting the shopping sites regularly.
2. The above table and chart show that 65% of male respondents are using online shopping sites comparing with 34.5% of females are using the online shopping sites. It is clear that the male respondents are higher than the female respondents.
3. It is finalized that the above table shows that most of the respondents (35.8%) professionals, because their income earning capacity is more compare with other respondents and also, they don't want to spend their time to purchase through retail shops, so they preferred online shopping and another reason they have the awareness in online sales promotion techniques. Then finally (9.9%) of the respondent's education qualification is diploma and school level.
4. From the above table and chart, it is clear that the yearly disposable income of most of the respondents (39.5%) above 500000 categories. Then (24.5%) of the respondents belongs Up to 200000 categories.

**Hypothesis Testing**

There is no significant difference between educational qualification and awareness and perception.

**Ho: "Null hypothesis"**

1.Ho: "Educational Qualification" of the respondents does not vary with the "When shopping online, Comparison of

prices with different brands when the consumer purchasing through online".

2.Ho: "Educational Qualification" of the respondents does not vary with the "Most of the cash back sites are not giving what they are saying, they say up to 5%, up to 6% etc., but what they really give is much less".

3. Ho: "Educational Qualification" of the respondents does not vary with the "Cash back is applicable only for new registrants".

4. Ho: "Educational Qualification" of the respondents does not vary with the "Customers are increasingly opting for EMI option while shopping products online".

5. Ho: "Educational Qualification" of the respondents does not vary with the "If you take the EMI option, you pay certain amount as interest, the same amount you got as a discount while buying the products".

6.Ho: "Educational Qualification" of the respondents does not vary with the "Using cross promotion can be faster than using any other promotion".

7.Ho: "Educational Qualification" of the respondents does not vary with the "The people from rural areas are unable to shop online because not all e-commerce sites provider of free shipping point of purchase services to their location".

8.Ho: "Educational Qualification" of the respondents does not vary with the "The additional shipping charges levied because of the shopping sites are releasing the great deals related to the products".

9.Ho: "Educational Qualification" of the respondents does not vary with the "There won't be guarantee of products quality under Buy one Get One".

10.Ho: "Educational Qualification" of the respondents does not vary with the "A coupon attracts you to buy another branded product instead of the products which you are your regularly buying"

**Table 5:**

ANOVA						
Variances between educational qualification and awareness and perception		Sum of Squares	df	Mean Square	F	Sig.
When shopping online, Comparison of prices with different brands when the consumer purchasing through online	Between Groups	19.875	3	6.625	2.793	.000
	Within Groups	1413.618	600	2.372		
	Total	1433.493	603			
	Between Groups	689.731	600	1.157		
	Within Groups	690.793	603			
	Total	649.544	600	1.090		
Most of the cash back sites are not giving what they are saying, they say up to 5%, up to 6% etc., but what they really give is much less.	Between Groups	25.061	3	8.354	8.638	.000
	Within Groups	576.379	600	.967		
	Total	601.440	603			
Cash back is applicable only for new registrants.	Between Groups	14.821	3	4.940	3.687	.000
	Within Groups	798.564	600	1.340		
	Total	813.385	603			

	Within Groups	997.596	600	1.674		
	Total	1007.318	603			
Customers are increasingly opting for EMI option while shopping products online.	Between Groups	3.256	3	1.085	.675	.568
	Within Groups	958.604	600	1.608		
	Total	961.860	603			
	Within Groups	824.891	600	1.384		
	Total	829.718	603			
If you take the EMI option, you pay certain amount as interest, the same amount you got as a discount while buying the products.	Between Groups	46.528	3	15.509	10.342	.000
	Within Groups	893.791	600	1.500		
	Total	940.318	603			
	Within Groups	1006.960	600	1.690		
	Total	1034.373	603			
	Within Groups	789.200	600	1.324		
	Total	792.398	603			
Using cross promotion can be faster than using any other promotion.	Between Groups	9.282	3	3.094	2.217	.000
	Within Groups	831.916	600	1.396		
	Total	841.198	603			
	Within Groups	651.892	600	1.094		
	Total	699.360	603			
The people from rural areas are unable to shop online because not all e-commerce sites provider of free shipping point of purchase services to their location.	Between Groups	18.149	3	6.050	4.213	.000
	Within Groups	855.844	600	1.436		
	Total	873.993	603			
The additional shipping charges levied because of the shopping sites are releasing the great deals related to the products.	Between Groups	6.046	3	2.015	2.284	.000
	Within Groups	525.948	600	.882		
	Total	531.993	603			
	Within Groups	828.972	600	1.391		
	Total	837.193	603			
There won't be guarantee of products quality under Buy one Get One.	Between Groups	3.202	3	1.067	.667	.573
	Within Groups	954.183	600	1.601		
	Total	957.385	603			
	Within Groups	864.696	600	1.451		
	Total	871.518	603			
A coupon attracts you to buy another branded product instead of the products which you are your regularly buying.	Between Groups	6.238	3	2.079	1.605	.000
	Within Groups	771.922	600	1.295		
	Total	778.160	603			
	Within Groups	894.186	600	1.500		
	Total	895.173	603			

1.) **Ho: "Educational Qualification"** of the respondents does not vary with the "When shopping online, Comparison of prices with different brands when the consumer purchasing through online".

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the "Comparison of price with different brands when the consumer purchasing through online".

2.) **Ho: "Educational Qualification"** of the respondents does not vary with the "Most of the cash back sites are not giving what they are saying, they say up to 5%, up to 6% etc., but what they really give is much less".

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this

result it is finalized that the educational qualification of the respondents is really varying with the "Not giving what they are saying really give is much less".

3.) **Ho: "Educational Qualification"** of the respondents does not vary with the "Cash back is applicable only for new registrants".

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the "Cash back is applicable only for new registrants".

4.) **Ho: "Educational Qualification"** of the respondents does not vary with the "Customers are increasingly opting for EMI option while shopping products online".

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted.



Here the F value and the level of significance is 0.568 it is more than 0.05 because of this value the null hypothesis is accepted. From this result it is finalized that the educational qualification of the respondents is really varying with the “Increasingly opting for EMI option while shopping products online”.

5.) **Ho: “Educational Qualification”** of the respondents does not vary with the “If you take the EMI option, you pay certain amount as interest, the same amount you got as a discount while buying the products”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “EMI option paying interest same amount as a discount while purchase”.

6.) **Ho: “Educational Qualification”** of the respondents does not vary with the “Using cross promotion can be faster than using any other promotion”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “Cross promotion can be faster than using any other promotion”.

7.) **Ho: “Educational Qualification”** of the respondents does not vary with the “The people from rural areas are unable to shop online because not all e-commerce sites provider of free shipping point of purchase services to their location”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. Hence it is concluded that educational qualifications of the respondents do vary with the “Rural areas are unable to shop online”.

8.) **Ho: “Educational Qualification”** of the respondents does not vary with the “The additional shipping charges

levied because of the shopping sites are releasing the great deals related to the products”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “Great deal on product leads to an additional shipping charge”.

9.) **Ho: “Educational Qualification”** of the respondents does not vary with the “There won’t be guarantee of products quality under Buy one Get One”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.573 it is more than 0.05 because of this value the null hypothesis is accepted. From this result it is finalized that the educational qualification of the respondents is really varying with the “There won’t be guarantee of products quality under Buy one Get One”.

10.) **Ho: “Educational Qualification”** of the respondents does not vary with the “A coupon attracts you to buy another branded product instead of the products which you are your regularly buying”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “A coupon attracts you to buy another instead of your usually purchase”.

**Regression Analysis**

There are some hypothesis framed to test the significance of the variables. It is tested through regression analysis.

**Hypothesis Testing**

**Ho: “Null hypothesis”**

There is no difference between age and awareness and perception of the online shoppers.

**Table 6:**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 <sup>a</sup>	.197	.183	1.264
a. Predictors: (Constant),				
b. Dependent Variable: age				

**Table 7:**

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	230.580	10	23.058	14.424	.000 <sup>b</sup>

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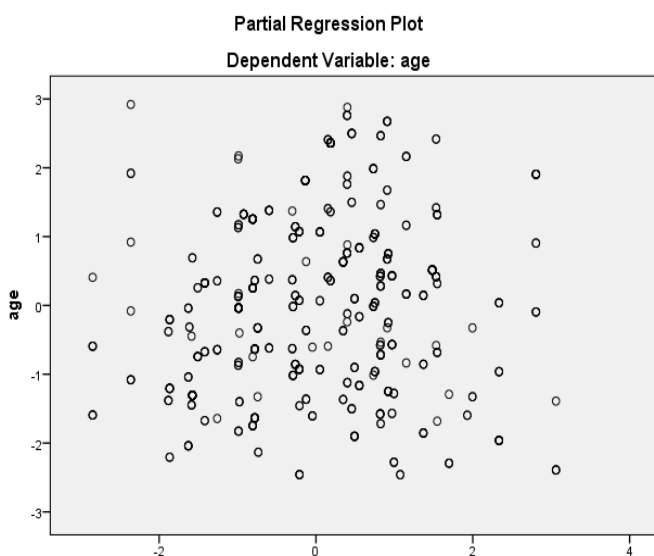
Residual	941.538	600	1.599		
Total	1172.118	600			
a. Dependent Variable: Age					
b. Predictors: (Constant)					

**Table 8:**

Coefficients <sup>a</sup>					
Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.666	.337		25.409	.000
1	When shopping online, Comparison of prices with different brands when the consumer purchasing through online.				
	.138	.044	.152	3.154	.002*
	Most of the cash back sites are not giving what they are saying, they say up to 5%, up to 6% etc., but what they really give is much less.				
	.114	.066	.081	1.718	.086*
	Cash back is applicable only for new registrants.				
	.040	.050	.033	-.809	.419
	Customers are increasingly opting for EMI option while shopping products online.				
	-.274	.051	.248	5.352	.098*
	If you take the EMI option, you pay certain amount as interest, the same amount you got as a discount while buying the products.				
	-.055	.047	.049	1.158	.247*
	Using cross promotion can be faster than using any other promotion.				
	-.128	.063	.108	2.038	.042*
	The people from rural areas are unable to shop online because not all e-commerce sites provider of free shipping point of purchase services to their location.				
	-.384	.053	.332	7.247	.060*
	The additional shipping charges levied because of the shopping sites are releasing the great deals related to the products.				
	-.010	.071	-.007	-.145	.885
	There won't be guarantee of products quality under Buy one Get One.				
	.081	.050	.073	1.626	.105*
	A coupon attracts you to buy another branded product instead of the products which you are your regularly buying.				
	.228	.056	.186	4.070	.055*

a. Dependent Variable: age

Source: Computed from primary data, \* Significant at 5 per cent level.



The calculated t value 3.154, 1.718, 5.352, 1.158, 2.038, 7.247, 1.626, 4.070 is significant at 5 per cent level. The value indicates that there is a significant difference between age and

When shopping online, Comparison of prices with different brands when the consumer purchasing through online, Most of the cash back sites are not giving what they are saying, they say up to 5%, up to 6% etc., but what they really give is much less, Customers are increasingly opting for EMI option while shopping products online, If you take the EMI option, you pay certain amount as interest, the same amount you got as a discount while buying the products, Using cross promotion can be faster than using any other promotion, The people from rural areas are unable to shop online because not all e-commerce sites provider of free shipping point of purchase services to their location, The additional shipping charges levied because of the shopping sites are releasing the great deals related to the products, There won't be guarantee of products quality under Buy one Get One, A coupon attracts you to buy another branded product instead of the products which you are your regularly buying.



The stated hypothesis is rejected.

However, the calculated t values of -.809, -.145 is not significant at 5 per cent level to the above respective variables of suggestion to improve the accuracy of promotion techniques. The value indicates that there is no significant difference between age and Cash back is applicable only for new registrants, the additional shipping charges levied because of the shopping sites are releasing the great deals related to the products. Hence, the stated hypothesis is accepted.

## V. CONCLUSION

This paper concludes the impact of perspective of buying behavior of online shoppers, through the analysis of variables towards online shopping sales promotion techniques by way of social media networks and connections. It is also a validation to circumvent the influence of e-commerce on the variables assumed and assigned. It has established the level of satisfaction and buying behavior of customers involved in online shopping, by assessing factors that incentivize the scale and size of productivity of the firm. It also assessed and conclusively promulgated consumer perceptions and stimulations of buying behavior, while rooting awareness into its structure and composition. It also delves into the aspects and decibels of Sales promotion and its techniques that stimulate the process of buying behavior. It is part and parcel of the shopping site's economic and social structure. This also deals with the perceptions and factors that influences and motivates consumer behavior, while persuading the online shopper to be a participant of the economic activity in hand and fomenting awareness on the same.

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