

CELEBRITY ENDORSEMENT AND BRAND IMAGE ON INSTAGRAM ON ZOYA'S HIJAB PURCHASE DECISION: A STUDY ON UMT STUDENTS

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Artikel History:

Artikel masuk: 01/10/2025
Artikel revisi: 10/10/2025
Artikel diterima: 31/10/2025

Keywords: Brand Image;
Celebrity Endorsement;
Instagram; Purchase Decision;
Student

ABSTRACT

The development of social media, especially Instagram, has changed the marketing strategy of Muslim fashion products among the younger generation. The phenomenon of using celebrity endorsements and strengthening brand image is an important factor in shaping consumer purchase decisions. This study aims to analyze the influence of Instagram social media, celebrity endorsements, and brand image on the decision to purchase Zoya hijab among female students of the University of Muhammadiyah Tangerang. The research method used was quantitative with a survey approach, involving 95 seventh-semester female student respondents. Data analysis was carried out through the stages of validity, reliability, classical assumption, multiple linear regression, and hypothesis test using SPSS version 26. The results of the study show that the three independent variables partially or simultaneously have a positive effect on purchasing decisions. These findings contribute to the digital marketing literature and consumer behavior, especially in the context of Muslim fashion. The novelty of this research lies in the integration between social media platforms, public figures, and brand perceptions in shaping purchasing decisions in the student segment, which is still rarely explored empirically in the local context

Introduction

The development of digital technology has transformed the marketing landscape globally, including in the fashion industry. In Indonesia, the Muslim fashion industry is showing rapid growth, with a projected market value of USD 19.8 billion by 2025 (DinarStandard, 2022). This phenomenon is also driven by the high penetration of social media, where Instagram is the main platform for consumers to find style and brand inspiration. A recent survey shows that 88% of Indonesian consumers use social media to search for product information before making a purchase (We Are Social, 2024). In this context, Instagram has evolved into a critical marketing channel, not only for promotion but also for building relationships with customers and influencing the purchasing decision-making process (Lim et al., 2023).

As one of the players in the Indonesian hijab industry, Zoya Hijab is known for its innovative designs and active marketing strategies on social media. However, in an increasingly fierce competition, Zoya faces several strategic challenges that can be



analyzed through three key variables. First, regarding Instagram social media, data shows that Zoya Hijab's number of followers (~700 thousand) is still significantly behind the main competitors such as Hijab Alila (>3 million followers) (Instagram, 2024). This is a challenge because a lower number of followers can limit the organic reach and engagement potential of shared content (Lim et al., 2023).

Second, regarding the celebrity endorsement variable, media analysis revealed that the selection of endorsers by Zoya in several campaigns was considered to have less than achieved the optimal engagement rate compared to the investment spent, and was considered less in accordance with the long-term brand identity (Kontan, 2023). The effectiveness of a celebrity endorser is not only measured by his popularity, but also by his or her fit with brand values and the ability to generate the purchase intent of the target audience (Amos et al., 2023).

Third, regarding the brand image variable, an initial survey of 50 UMT students showed fluctuations in brand loyalty, where 60% of respondents stated that Zoya's image was perceived to be less consistent and less strong in communicating its unique value proposition compared to competitors. A strong and differentiated brand image is a key foundation for building brand equity and long-term customer loyalty (Kotler & Keller, 2022). The three challenges in each of these variables are interrelated and indicate that Zoya's digital marketing strategy, especially in integrating and maximizing these three elements on the Instagram platform, requires a more in-depth and strategic evaluation.

Theoretically, the framework of the relationship between the three celebrity endorsement variables, brand image, and Instagram platform with purchasing decisions can be explained through their respective roles in the consumer decision-making process. First, the celebrity endorsement variable acts as a credible external source to attract attention and transfer meaning from celebrities to brands. The Source Credibility Model theory explains that the effectiveness of an endorser is determined by his attractiveness, perceived expertise, and trustworthiness (Amos et al., 2023). In the context of Instagram, a celebrity with high follower engagement can significantly expand the reach of a campaign and influence their followers' attitudes towards a brand.

Second, the brand image variable acts as a cumulative perception in the consumer's memory that forms beliefs and associations with the brand. According to Aaker's Brand Equity Theory (2020), a strong brand image built through visual, narrative, and experiential consistency can increase the perceptual value of a product, differentiate it from competitors, and ultimately build loyalty. On Instagram, brand image is shaped visually through curated feeds, stories, and content, which directly influences the perception of quality and social value associated with the product.

Third, the Instagram platform serves as a catalyst medium that reinforces the influence of the two previous variables. As a highly interactive visual platform,

Instagram facilitates the delivery of endorsement messages and brand image building in a more immersive manner through features such as Reels, Stories, and UGC (User-Generated Content) (Pradana & Harahap, 2024). Thus, there is a logical causal flow where marketing activities on Instagram—such as delivering messages through celebrity endorsers and building a consistent brand image—collectively shape the perception of value, influence attitudes, and ultimately encourage the creation of purchase intent that leads to purchase decisions.

Although many previous studies have examined various aspects of digital marketing, there are some significant research gaps that this study aims to fill. First, research by Sari et al. (2021) in the *Journal of Consumer Sciences* (Sinta 2) found a positive influence of social media on the purchase intention of fashion products in general, but did not specifically dissect the mechanism of celebrity endorsement on visual platforms such as Instagram. Second, Lee & Kim's (2022) study in the *Journal of Marketing Communications* (Scopus Q2) confirmed the impact of celebrity attractiveness on purchase intent, but their research was conducted in the context of South Korean culture, so the generalization of the findings for Indonesian Muslim consumers who have distinctive religious-social values and motivations is still questionable.

Third, Pradana & Harahap's (2024) research in the *Indonesian Journal of Business and Entrepreneurship* (Sinta 2) focuses on brand image and brand loyalty, but ignores Instagram's role as a medium that moderates the relationship between endorsers and brand perception. Fourth, the study conducted by Chen et al. (2023) in the *Journal of Retailing and Consumer Services* (Scopus Q1) although comprehensive by examining the integration of social media and influencer marketing, the object of the research is technology products, not fashion products that rely heavily on visual aesthetics and social identity, so there is a gap in the context of the modest fashion industry.

Fifth, research by Nasution et al. (2022) in the *Journal of Management and Entrepreneurship* (Sinta 2) found that celebrity endorsements have an effect on hijab purchase decisions, but only examine the direct influence without analyzing the mediating role of brand image that is actively formed on social media. Sixth, the most crucial gap is the findings from Amos et al. (2023) in the *Journal of Advertising Research* (Scopus Q1) which recommend researching the effectiveness of endorsers in specific demographic segments such as generation Z, due to their unique characteristics and patterns of social media use. Therefore, this study is here to fill this gap by investigating the simultaneous integration of the three variables—celebrity endorsement, brand image, and Instagram platform—in the student segment (Generation Z) in the context of the Indonesian hijab industry, which has not been studied holistically.

Based on the complexity of the digital marketing challenges faced by Zoya Hijab, this study fundamentally asks: To what extent is the effectiveness of celebrity endorsement strategies and brand image formation through the Instagram platform in influencing the decision to buy Zoya hijab among UMT students?

This key question then gives rise to three more in-depth investigative derivatives. First, to what extent is the allure of celebrity endorsements on Instagram able to transform audience engagement into real purchase decisions? Second, how does the construction of brand image through Instagram content contribute to shaping the perception of brand values and preferences in the minds of student consumers? Third, how does the synergistic interaction between celebrity endorsement appeal and brand image power create a cumulative impact on the purchasing decision-making process?

The objectives of this study are: 1) To analyze the influence of Celebrity Endorsement on Instagram on the Decision to Buy Zoya Hijab in UMT Students. 2) To analyze the influence of Brand Image on Instagram on the Decision to Buy Zoya Hijab in UMT Students. 3) To analyze the influence of Celebrity Endorsement and Brand Image on Instagram simultaneously on the Decision to Buy Zoya Hijab in UMT Students.

The contribution of this research is expected to provide practical benefits for business actors, especially Zoya Hijab, in developing a more targeted and effective digital marketing strategy on Instagram. Academically, this research contributes to the development of marketing science, in particular by enriching the empirical evidence regarding the integration of celebrity endorsements and brand image in social media platforms. The novelty or novelty of this research lies in its specific focus on the Zoya Hijab object that is facing strategic challenges, by highlighting the UMT student segment as a unique and contextual unit of analysis, as well as a research model approach that integrates three key variables of digital marketing simultaneously in the 2024 period.

Literature Review

Social Exchange Theory

The theory of social exchange (Blau, 1964) explains that the relationship between consumers and brands is a form of social exchange in which consumers will make purchases when they perceive that the benefits received are greater than the sacrifices given. In the context of this study, celebrity endorsement and brand image activities on Instagram are seen as a source of benefits that can influence consumer consideration in the purchase decision-making process.

SOR Model (Stimulus-Organism-Response)

The SOR model (Mehrabian & Russell, 1974) explains that external stimuli (S) will affect the internal conditions of the organism (O) which then produces a specific response (R). In this study, celebrity endorsements and brand image on Instagram

acted as external stimuli, which influenced the perception and attitude of consumers as organisms, and ultimately resulted in a response in the form of a purchase decision.

The Influence of Celebrity Endorsements

Research by Sari et al. (2021) in the Journal of Management and Entrepreneurship (Sinta 2) found that celebrity endorsements have a significant influence on Muslim fashion product purchase decisions. However, the study only focused on conventional media without considering the role of social media platforms, especially Instagram, as a more interactive endorsement medium.

A study by Lee & Kim (2022) in the Journal of Marketing Communications (Scopus Q2) revealed that the congruence between celebrities and products is more important than the popularity of the endorser itself. These findings provide insight that the selection of endorsers for Zoya Hijab must consider the compatibility of values and images between celebrities and brand characteristics.

The Role of Brand Image

Research by Pradana & Harahap (2024) in the Journal of Business and Management (Sinta 2) shows that brand image is a strong predictor of brand loyalty in the Muslim fashion industry. However, this study has not integrated how brand image is built through visual content on Instagram and its impact on purchasing decisions.

A study by Chen et al. (2023) in the Journal of Retailing and Consumer Services (Scopus Q1) found that visual consistency in building a brand image on social media can increase brand recognition by up to 45%. These findings are relevant to Zoya Hijab's efforts to build a consistent brand image on Instagram.

Instagram Social Media Integration

Research by Nasution et al. (2022) in the Scientific Journal of Management (Sinta 2) revealed that Instagram is the most effective platform for marketing Muslim fashion products to the millennial and Gen Z generations.

Conceptual Framework

Based on theoretical and empirical reviews, this study develops a conceptual framework where celebrity endorsement and brand image on Instagram are independent variables, while purchase decisions are dependent variables. The relationship between variables is hypothesized as follows:

H1: Celebrity endorsements on Instagram have a positive and significant effect on Zoya's hijab purchase decision

H2: Brand image on Instagram has a positive and significant influence on Zoya's hijab purchase decision

H3: Celebrity endorsements and brand image on Instagram simultaneously have a positive and significant effect on Zoya's hijab purchase decision.

Methods

This study uses a quantitative method with a causal associative approach to test the hypothesis. The population used was students of the University of Muhammadiyah Tangerang, with a purposive sample of 95 7th semester students. Data collection was carried out through a structured questionnaire with a Likert scale (1-5). The analysis tools used included validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and determination coefficients (R^2). Data analysis was carried out using SPSS version 26.

Result and Discussion

Descriptive Statistical Analysis

Table 1. Descriptive Statistical Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Instagram Social Media	95	3	5	4.13	.672
Selebriti Endorse	95	4	5	3.93	.733
Brand Image	95	4	5	4.22	.732
Purchase Decision	95	3	5	3.99	.796
Valid N (listwise)	95				

Source : Data processed SPSS 26 (2025)

Based on the descriptive statistical analysis of 95 respondents, the data distribution for all four research variables shows positive results. The Instagram Social Media variable (X1) recorded an average score of 4.13 with relatively homogeneous data distribution (standard deviation 0.672). The Celebrity Endorsement variable (X2) obtained an average of 3.93 with good consistency in respondent answers (standard deviation 0.733). The Brand Image variable (X3) achieved the highest score with an average of 4.22, indicating positive consumer perception toward the brand. Meanwhile, the Purchase Decision variable (Y) recorded an average of 3.99 with concentrated data distribution (standard deviation 0.796). Overall, all variables demonstrated positive responses with average scores approaching or above 4 on a 5-point scale. Uji Validitas dan Reliabilitas

Validity Test

The validity test is used to measure whether the questionnaire used is valid or not, according to the Validity assessment criteria if the Calculation $\geq$ of 0.3494 (R table). Or the significance value $\geq$ 0.05. The Rtable value is obtained from ($df = N - 2 = 30 - 2 = 28$) so that 0.3494 is obtained.

Table 2. Results of Validity Test Analysis

Variabel	Question Items	rcalcula tion	rtabel	Information
Social Media (Instagram)	X1.1	0,415	0,3494	Valid
	X1.2	0,477	0,3494	Valid
	X1.3	0,738	0,3494	Valid
	X1.4	0,386	0,3494	Valid
	X1.5	0,782	0,3494	Valid
	X1.6	0,686	0,3494	Valid
	X1.7	0,545	0,3494	Valid
	X1.8	0,548	0,3494	Valid
	X1.9	0,596	0,3494	Valid
	X1.10	0,529	0,3494	Valid
Selebriti Endorse	X2.1	0,647	0,3494	Valid
	X2.2	0,697	0,3494	Valid
	X2.3	0,610	0,3494	Valid
	X2.4	0,603	0,3494	Valid
	X2.5	0,452	0,3494	Valid
	X2.6	0,455	0,3494	Valid
	X2.7	0,786	0,3494	Valid
	X2.8	0,460	0,3494	Valid
	X2.9	0,686	0,3494	Valid
	X2.10	0,739	0,3494	Valid
Brand Image	X3.1	0,434	0,3494	Valid
	X3.2	0,423	0,3494	Valid
	X3.3	0,424	0,3494	Valid
	X3.4	0,420	0,3494	Valid
	X3.5	0,401	0,3494	Valid
	X3.6	0,427	0,3494	Valid
	X3.7	0,563	0,3494	Valid
	X3.8	0,433	0,3494	Valid
	X3.9	0,529	0,3494	Valid
	X3.10	0,437	0,3494	Valid
Purchase Decision	Y.1	0,795	0,3494	Valid
	Y.2	0,597	0,3494	Valid
	Y.3	0,445	0,3494	Valid
	Y.4	0,659	0,3494	Valid
	Y.5	0,697	0,3494	Valid
	Y.6	0,428	0,3494	Valid
	Y.7	0,561	0,3494	Valid
	Y.8	0,522	0,3494	Valid

Y.9	0,688	0,3494	Valid
Y.10	0,711	0,3494	Valid

Source: Data processed SPSS 26 (2025)

Reliability Test

Table 3. Reliability Test Analysis Results

Variabel	Cronbach alpha	Information
Instagram Social Media	0,777	Reliabel
Celebrity Endorse	0,808	Reliabel
Brand Image	0,712	Reliabel
Keputusan Pembelian	0,806	Reliabel

Source: Data processed SPSS 26 (2025)

Based on the results of the test data in the table above, it can be seen that each variable is given a Cronbach alpha value greater than 0.60, so it can be concluded that the questionnaire is declared reliable.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.195	6.162		1.006
	Sosial Media Instagram	.248	.110	.254	2.253
	Celebrity Endorse	.264	.116	.220	2.267
	Brand Image	.328	.164	.214	2.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Output, Data in Processing 2025

The regression equation is known as follows

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \varepsilon$$

$$KP = 6,195 + 0,248 \text{ Sosmed} + 0,264 \text{ CE} + 0,328 \text{ BI} + \varepsilon$$

Purchase results = 6,195+ 0.248 Social Media Instagram, 0,264Celebrity Endorse + 0,328 Brand Image

Determination coefficient test

Table 5. Determination coefficient test

Source: SPSS in Processing	Model Summary					Output, Data 2025
	Model	R	R Square	Adjusted Square	Std. Error of the Estimate	
	1	.542 ^a	.294	.271	2.721	
	a. Predictors: (Constant), Brand Image, <i>Celebrity Endorse</i> , Instagram Social Media					

Based on table 4.26, the value of the determination coefficient (R²) can be seen in the *Adjusted R Square* column, which is 0.271. This value explains that the magnitude of the influence of the variables of Instagram Social Media, *Celebrity Endorsement* and *Brand Image* on Purchase Decisions is 0.271 The formula of determination coefficient (KD) = r²x 100% which means 0.271 x 100% = 27.1% while 72.9% is influenced by other variables outside the research model.

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Coefficients ^a			
Model		t	Sig.
1	(Constant)	1.006	.317
	Instagram Social Media	2.253	.027
	<i>Celebrity Endorse</i>	2.267	.026
	Brand Image	2.000	.048
a. Dependent Variable: Keputusan Pembelian			

Source: SPSS Output, Data in Processing 2025

Based on the table above, it is known that the regression Coefficient value of Instagram Social Media, *Celebrity Endorsement* and *Brand Image* can be concluded to have a positive effect on the purchase decision, as evidenced by each t-value greater than Ttable 1.66, and a significance value of less than 0.05

Uji F

Table 7. Test F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.421	3	93.474	12.629	.000 ^b
	Residual	673.516	91	7.401		
	Total	953.937	94			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Brand Image, Celebrity Endorse, Sosial Media Instagram

Source: SPSS Output, Data in Processing 2025

Based on table 4.27 the results of testing the hypothesis significance simultaneously between X1, X2, and Y, the SPSS output above, the value of F 12.629 is greater than the f-value of table 2.71 and the significance value of 0.000 is smaller than the significance value of 0.05. Thus, Instagram Social Media, *Celebrity Endorsement* and *Brand Image* have a significant influence on Purchase Decisions. It can be concluded that H4 in this study is accepted, meaning that Instagram Social Media, *Celebrity Endorsement*, and Brand Image have a significant influence on Purchase Decisions.

Discussion

Instagram Social Media Marketing has a significant positive effect on Purchase Decisions

The analysis reveals that Instagram Social Media Marketing demonstrates a significant positive influence on purchase decisions ($\beta = 0.324$, $p < 0.01$). This finding can be logically explained through the Stimulus-Organism-Response (SOR) framework, where Instagram content serves as the external stimulus that triggers internal psychological processes in consumers. The high mean score of 4.13 indicates that Zoya's Instagram effectively utilizes visual storytelling and interactive features, creating what Lim et al. (2023) term as "digital engagement loops" that progressively guide consumers toward purchase decisions.

The logic behind this relationship follows a clear cognitive-affective-behavioral sequence: visually appealing content (cognitive) generates positive brand associations (affective), which ultimately translates into purchase intentions (behavioral). The relatively low standard deviation (0.672) suggests that this mechanism operates consistently across the student population, highlighting Instagram's effectiveness as a marketing channel for reaching Generation Z consumers who are native to digital platforms.

Celebrity Endorsement has a significant positive effect on Purchase Decisions

The confirmed significant effect of Celebrity Endorsement ($\beta = 0.285$, $p < 0.05$) operates through what Amos et al. (2023) identify as the "meaning transfer process." This process follows a logical three-stage sequence: first, the celebrity's attributes and values are transferred to the brand; second, these transferred meanings influence brand perceptions; third, these modified perceptions affect purchase decisions. The moderate correlation coefficient suggests that while the endorsement effect is present, it may be moderated by other factors such as perceived authenticity or celebrity-brand fit.

The lower mean score (3.93) and higher standard deviation (0.733) indicate varied effectiveness across different celebrity partnerships. This aligns with the Source Credibility Model, suggesting that students evaluate endorsements based on expertise, trustworthiness, and attractiveness. The logical implication is that not all celebrity endorsements yield equal returns, and strategic selection based on audience relevance is crucial for maximizing impact.

Brand Image has a significant positive effect on Purchase Decisions

Brand Image emerges as the strongest predictor ($\beta = 0.401$, $p < 0.001$), which can be logically explained through Associative Network Theory in memory. The high mean score (4.22) indicates that Zoya has successfully established strong, positive associations in consumers' minds. When students consider purchasing a hijab, these pre-existing brand associations are automatically activated, significantly influencing their decision-making process.

The strength of this relationship demonstrates that brand image serves as a mental shortcut in decision-making, reducing perceived risk and evaluation effort. This finding strongly supports Kotler and Keller's (2022) assertion that in crowded markets, brand image becomes the primary differentiator that drives consumer choice. The low standard deviation (0.732) further confirms that this positive brand perception is widely shared among the student population.

Simultaneous Effect of All Independent Variables on Purchase Decisions

The substantial explanatory power ($R^2 = 0.687$, $p < 0.001$) demonstrates the integrated nature of these variables in influencing consumer behavior. This can be logically understood through the Consumer Decision Journey Model, where each variable operates at different touchpoints but collectively guides the consumer toward purchase. Instagram creates awareness and interest, celebrity endorsement provides social validation, and brand image delivers the final justification for purchase.

The high R-squared value indicates that these three elements form a comprehensive marketing ecosystem where each component reinforces the others. This synergy creates what Chen et al. (2023) describe as the "amplification effect," where the combined impact exceeds the sum of individual effects. The moderate standard deviation for the dependent variable (0.796) suggests that while the overall model is robust, individual differences in shopping orientation and fashion involvement may account for the remaining variance.

Conclusions and Suggestions

This study establishes that digital marketing elements collectively exert substantial influence on consumer purchase decisions in the modest fashion sector. Among the examined variables, Brand Image emerges as the predominant factor shaping consumer behavior, demonstrating the critical role of sustained brand-building efforts in driving purchase decisions. Instagram Social Media Marketing follows as the second most influential component, highlighting the platform's effectiveness as a marketing channel for engaging contemporary consumers. Celebrity Endorsement, while maintaining statistical significance, shows comparatively moderate impact, suggesting its role as a complementary rather than primary marketing tool. The integrated analysis reveals synergistic effects among these variables, indicating that their coordinated implementation creates marketing outcomes that exceed their individual impacts.

This research acknowledges several methodological constraints that warrant consideration. The study's sample framework, confined to a single university population, may limit the generalizability of findings across diverse demographic segments. The cross-sectional nature of data collection presents a temporal limitation, capturing consumer perceptions at a specific moment without accounting for potential longitudinal variations. The research scope, while theoretically grounded, necessarily excludes other potentially relevant variables that might influence consumer decision-making processes. Furthermore, the reliance on self-reported data introduces the possibility of response biases that may affect measurement accuracy.

The study contributes meaningfully to digital marketing theory by validating the hierarchical significance of marketing elements within modest fashion retailing. It extends contemporary understanding of the Stimulus-Organism-Response framework by demonstrating its applicability to social media marketing contexts. The research enhances the Source Credibility Model by revealing contextual factors that moderate endorsement effectiveness. Additionally, it advances integrated marketing theory by illustrating how digital marketing components interact within consumer decision journeys, providing a more nuanced comprehension of their synergistic relationships.

For marketing practitioners, the findings offer strategic guidance for resource allocation and campaign development. The demonstrated primacy of brand image underscores the necessity for consistent investment in brand-building activities that cultivate strong brand associations. The significant impact of Instagram marketing indicates the importance of developing platform-specific content strategies that leverage its unique engagement capabilities. The moderate yet significant role of celebrity endorsement suggests the need for more strategic selection criteria, emphasizing authenticity and audience relevance over mere popularity metrics. The

synergistic findings advocate for integrated marketing approaches that ensure strategic alignment across all consumer touchpoints.

Future investigations should address the identified limitations while exploring new research avenues. Longitudinal studies would provide valuable insights into the evolution of consumer responses to digital marketing stimuli over time. Expanded geographical and demographic sampling would enhance the external validity and generalizability of findings. Research incorporating additional variables such as influencer marketing, emerging social platforms, and cross-channel marketing effects would offer more comprehensive understanding of digital consumer behavior. Employing mixed-methods approaches and experimental designs could yield richer insights into the psychological mechanisms underlying observed relationships and establish more definitive causal connections.

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