

## The Power of Personalities: Examining the Role of Celebrity Characteristics in Driving Charitable Giving from a Donor's Perspective"

Dr.B.Kishore Babu<sup>1</sup>, Dr K Soujanya<sup>2</sup>, Dr Daniel Pilli<sup>3</sup>

<sup>1</sup>Associate Professor, [kishorebabu11@gmail.com](mailto:kishorebabu11@gmail.com)\*, Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India - 522302.9848222319

<sup>2</sup>Assistant Professor, [soujanyadaniel@gmail.com](mailto:soujanyadaniel@gmail.com)\*, Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India - 522302.9848692748

<sup>3</sup>Assistant Professor, [dr.danielpilli@gmail.com](mailto:dr.danielpilli@gmail.com)\*, Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Green fields, Guntur, Andhra Pradesh, India - 522302.9246491477

DOI : 10.48047/IJFANS/11/Sp.Iss5/049

### Abstract :

This research investigates the role of celebrity attributes in shaping charitable contributions from a donor's standpoint, a relatively less explored area in the context of philanthropy. By analyzing the characteristics that draw donors and drive their charitable actions, this study highlights the influence of personalities in charitable giving. A mixed-methods approach was adopted, involving quantitative surveys and qualitative interviews with 276 donors who supported causes endorsed by celebrities, selected through disproportionate stratified sampling.

The findings reveal that celebrity traits moderately influence donation decisions, with respondents perceiving celebrities as moderately empathetic (38.0%), reliable (30.1%), credible (39.9%), authentic (32.2%), and aligned with their values (34.1%). Furthermore, a noteworthy number of respondents (38.4%) acknowledged the potential impact of celebrity scandals on their donation decisions, underlining the need for transparency and trust-building in celebrity-driven charitable endeavors. Although factors like credibility, relatability, and authenticity did not exhibit significant influence, celebrity endorsements remain a valuable component in charitable giving. To enhance their effectiveness, strategies should prioritize trust-building, audience connection, demographic alignment, varied communication channels, and transparency.

Keywords: celebrity characteristics, charitable giving, donor perspective, authenticity, credibility, likeability, altruism, identification, emotional connection, endorsement campaigns, donor engagement

1. Introduction: Charitable giving is an essential instrument in addressing societal issues and driving positive change for those in need. The role of celebrities in influencing public opinion and behavior, including charitable giving, has garnered increasing recognition in recent years. This influence stems from their powerful platforms and extensive media reach, which allows them to advocate for causes and inspire others to contribute (Agrawal and Kamakura, 1995).

In the realm of charitable giving, celebrity endorsements have become a prevalent and influential strategy. Charitable organizations often partner with renowned figures to champion their causes, leveraging the celebrities' visibility, credibility, and emotional appeal (Connelly et al., 2011). Numerous studies have demonstrated the effectiveness of celebrity endorsements in enhancing donation amounts and overall participation in charitable campaigns. These endorsements blend a celebrity's influence, trustworthiness, emotional appeal, and media exposure, creating a compelling platform to promote charitable causes and galvanize donor support.

However, the effectiveness of celebrity endorsements is not uniform and depends on several factors. The alignment between a celebrity's values and the endorsed cause, the authenticity and transparency of their involvement, and the audience's receptiveness to celebrity influence all play pivotal roles in determining impact (Goldsmith, Lafferty, & Newell, 2000). Charitable organizations must carefully assess these elements and strategically select celebrities whose endorsements align effectively with their donor base.

Several factors contribute to the prevalence of celebrity endorsements in charitable campaigns. Firstly, celebrities possess an extraordinary level of visibility and benefit from extensive media coverage, making their involvement a powerful tool to garner attention and reach a broad audience. The media frequently highlights celebrity philanthropy, generating increased awareness and public interest.

Secondly, celebrities, especially those with positive public images, are viewed as credible and trustworthy figures. Their endorsements provide legitimacy and authenticity to charitable causes, assuring potential donors that their contributions will be put to good use (Handy, 2000). Fans and followers are more inclined to trust and align themselves with causes when endorsed by respected celebrities (Goldsmith et al., 2000; McCracken, 1989).

Thirdly, celebrities often cultivate emotional connections with their fans, which can translate into empathy and inspire others to take action. When celebrities publicly support a charitable cause, it can evoke empathy among fans who desire to contribute to something meaningful endorsed by someone they admire.

Fourthly, celebrities are influential figures who shape cultural trends and norms. Their endorsements act as a form of social proof, influencing others to engage in similar behavior.

Fans may emulate their favorite celebrities' philanthropic actions, leading to increased charitable giving.

Lastly, the rise of social media platforms has amplified the impact of celebrity endorsements. Celebrities can directly engage with their followers, sharing personal stories, progress updates, and calls to action related to charitable causes. Social media provides an intimate and interactive space for celebrities to connect with their audience, fostering a sense of community and encouraging participation in charitable initiatives.

The influence of celebrities on donor behavior is significant and stems from their elevated status, perceived expertise, emotional connection, aspirational influence, and the concept of social proof. Their endorsements are effective when they exhibit traits such as empathy, credibility, relatability, authenticity, personal involvement, and alignment with values. Understanding the influence of these characteristics empowers charitable organizations to select suitable celebrity endorsers and design campaigns that resonate with donors.

### Objectives of the Study:

- a) To identify specific personality traits and characteristics of celebrities that are particularly influential in driving charitable giving.
- b) To analyze how different traits, such as empathy, credibility, relatability, and authenticity, affect donor perceptions and motivations.
- c) To understand the impact of celebrity scandals on donor behavior and charitable giving.
- d) To explore the role of celebrity-donor identification in inspiring charitable giving among the general public.
- e) To provide recommendations for charitable organizations in selecting appropriate celebrity endorsers and crafting effective campaigns.

### Hypotheses of the Study:

- a) H1: there is a difference between age of the respondents and Celebrities who are relatable and perceived as authentic will have a greater impact on donor behavior leading to increased charitable contributions
- b) H2: There is a difference between the gender of the respondents opinions on the credibility of celebrities endorsing charitable causes positively correlates with donor trust and support, resulting in higher levels of charitable giving between the gender of respondents.

c) H3: There is difference between age of the respondents' opinions on Celebrities exhibiting higher levels of empathy will have a stronger influence on donor perceptions and motivations, leading to increased charitable giving

d) H4: There is difference between the gender of the respondents' opinions on the credibility of celebrities endorsing charitable causes positively correlates with donor trust and support, resulting in higher levels of charitable giving

e) H5: There is difference between the opinions on Negative perceptions resulting from celebrity scandals will have a negative impact on donor trust and willingness to give. and gender of respondents.

2. Research Methodology: The research employed a descriptive research method, combined with a disproportional stratified sampling technique. This quantitative approach included survey questionnaires administered to 276 diverse respondents. The stratified sampling method ensured representation across various demographics, including gender and age groups.

The demographic distribution of respondents was as follows:

Gender: 119 males and 157 females

Age: 27 respondents aged 0-20, 87 aged 20-40, 94 aged 40-60, and 68 aged 60 & above.

Data analysis involved descriptive statistics and inferential techniques, such as ANOVA, to explore gender and age-related differences. Ethical guidelines were followed, including obtaining informed consent from participants and ensuring the confidentiality of collected data.

### 3. DATA ANALYSIS AND INTERPRETATIONS:

TABLE-1 How frequently do you donate to charitable causes

income	Frequency	Percent	ValidPercent	CumulativePercent
LESSTHANONEMONT H	80	29.0	29.0	29.0
1 TO6MONTHS	121	43.8	43.8	72.8
Valid 6 TO9MONTHS	33	12.0	12.0	84.8
INA YEAR	42	15.2	15.2	100.0

Total	276	100.0	100.0	
-------	-----	-------	-------	--

SOURCE:-FIELDSURVEY

Out of the total 276 respondents, 80 (29.0%) reported donating to charitable causes less than once a month, 121 (43.8%) reported donating every 1 to 6 months, 33 (12.0%) reported donating every 6 to 9 months, and 42 (15.2%) reported donating once a year.

The majority of respondents (43.8%) reported donating every 1 to 6 months, followed by 29.0% who donated less than once a month. The smallest proportion of respondents (12.0%) reported donating every 6 to 9 months.

**TABLE-2. INFLUENCE OF EMPATHY OF THE CELEBRITY**

	Frequency	Percent	ValidPercent	CumulativePercent
Extremely influential	38	13.8	13.8	13.8
Very influential	58	21.0	21.0	34.8
Moderately influential	105	38.0	38.0	72.8
Valid				
Slightly influential	43	15.6	15.6	88.4
Not influential at all	32	11.6	11.6	100.0
Total	276	100.0	100.0	

SOURCE:-FIELDSURVEY

Out of the total 276 respondents, 38 (13.8%) reported that the empathy shown by celebrities is extremely influential in their decision to donate, 58 (21.0%) found it very influential, 105 (38.0%) considered it moderately influential, 43 (15.6%) found it slightly influential, and 32 (11.6%) did not find it influential at all.

The majority of respondents (38.0%) reported that the empathy displayed by celebrities is moderately influential in their decision to donate. This is followed by 21.0% who found it very influential. The smallest proportion of respondents (11.6%) reported that empathy exhibited by celebrities is not influential at all.

**TABLE-3 INFLUENCE OF RELIABILITY OF THE CELEBRITY**

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely influential	49	17.8	17.8	17.8
Very influential	77	27.9	27.9	45.7
Moderately influential	83	30.1	30.1	75.7
Valid				
Slightly influential	39	14.1	14.1	89.9
Not influential at all	28	10.1	10.1	100.0
Total	276	100.0	100.0	

Out of the total 276 respondents, 49 (17.8%) reported that the reliability of celebrities is extremely influential in their decision to donate, 77 (27.9%) found it very influential, 83 (30.1%) considered it moderately influential, 39 (14.1%) found it slightly influential, and 28 (10.1%) did not find it influential at all. The largest proportion of respondents (30.1%) reported that the reliability displayed by celebrities is moderately influential in their decision to donate. This is followed by 27.9% who found it very influential. The smallest proportion of respondents (10.1%) reported that reliability exhibited by celebrities is not influential at all.

**TABLE-4 INFLUENCE OF CREDIBILITY OF THE CELEBRITY**

	Frequency	Percent	Valid Percent	Cumulative Percent
Extremely influential	39	14.1	14.1	14.1
Very influential	67	24.3	24.3	38.4
Moderately influential	110	39.9	39.9	78.3
Valid				
Slightly influential	40	14.5	14.5	92.8
Not influential at all	20	7.2	7.2	100.0
Total	276	100.0	100.0	

Among 276 respondents, credibility's influence on donation decisions varied: 14.1% considered it extremely influential, 24.3% very influential, 39.9% moderately influential, 14.5% slightly influential, and 7.2% not influential. The largest group (39.9%) found credibility moderately influential, while the smallest (7.2%) did not find it influential.

**TABLE-5 INFLUENCE OF AUTHENTICITY OF THE CELEBRITY**

	Frequency	Percent	ValidPercent	CumulativePercent
Extremely influential	27	9.8	9.8	9.8
Very influential	68	24.6	24.6	34.4
Moderately influential	89	32.2	32.2	66.7
Valid				
Slightly influential	63	22.8	22.8	89.5
Not influential at all	29	10.5	10.5	100.0
Total	276	100.0	100.0	

Among 276 respondents, authenticity's influence on donation decisions varied: 9.8% found it extremely influential, 24.6% very influential, 32.2% moderately influential, 22.8% slightly influential, and 10.5% not influential. The largest group (32.2%) considered authenticity moderately influential, while the smallest (10.5%) didn't find it influential. This highlights the importance of perceived authenticity in celebrity endorsements for charitable causes.

**TABLE-6 INFLUENCE OF ALIGNMENT OF VALUES OF THE CELEBRITY**

	Frequency	Percent	ValidPercent	CumulativePercent
Extremely influential	33	12.0	12.0	12.0
Very influential	74	26.8	26.8	38.8



Moderately influential	94	34.1	34.1	72.8
Valid				
Slightly influential	50	18.1	18.1	90.9
Not influential at all	25	9.1	9.1	100.0
Total	276	100.0	100.0	

Among 276 respondents, the influence of celebrity value alignment on donation decisions varied: 12.0% found it extremely influential, 26.8% very influential, 34.1% moderately influential, 18.1% slightly influential, and 9.1% not influential. The largest group (34.1%) considered value alignment moderately influential, while the smallest (9.1%) did not find it influential. This highlights the significance of perceived value alignment in celebrity endorsements for charitable causes.

**TABLE-7**

Celebrity Scandal will Led to Changed Your Decision to Donate To A Charitable Cause

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY AGREE	47	17.0	17.0	17.0
AGREE	106	38.4	38.4	55.4
NEUTRAL	72	26.1	26.1	81.5
Valid				
DISAGREE	36	13.0	13.0	94.6
STRONGLY DISAGREE	15	5.4	5.4	100.0
Total	276	100.0	100.0	

Among 276 respondents, the impact of celebrity scandals on donation decisions varied: 17.0% strongly agreed, 38.4% agreed, 26.1% were neutral, 13.0% disagreed, and 5.4% strongly disagreed. The largest group (38.4%) agreed that celebrity scandals could influence their decision to donate, followed by 26.1% who remained neutral. This highlights the

significance of how scandals can affect donor decisions and underscores the importance of maintaining a positive public image.

**TABLE-8** Do you AGREE ABOUT a sense of identification or similarity with the celebrities who endorse charitable causes?

	Frequency	Percent	ValidPercent	CumulativePercent
STRONGLYAGREE	41	14.9	14.9	14.9
AGREE	87	31.5	31.5	46.4
NEUTRAL	99	35.9	35.9	82.2
Valid				
DISAGREE	30	10.9	10.9	93.1
STRONGLYDISAGREE	19	6.9	6.9	100.0
Total	276	100.0	100.0	

Among 276 respondents, the feeling of identification or similarity with celebrities endorsing charitable causes varied: 14.9% strongly agreed, 31.5% agreed, 35.9% were neutral, 10.9% disagreed, and 6.9% strongly disagreed. The largest group (35.9%) maintained a neutral stance, followed by 31.5% who agreed, and 14.9% who strongly agreed. This highlights that while some respondents identify with celebrity endorsers, a significant portion remains neutral or disagrees with this notion. Understanding these perspectives can guide strategies for effective celebrity endorsements and donor engagement.

**TABLE-9**

How likely are you to donate to a charitable cause if recommended by a celebrity?

	Frequency	Percent	ValidPercent	CumulativePercent
Very likely	42	15.2	15.2	15.2
Likely	114	41.3	41.3	56.5

NEUTRAL	69	25.0	25.0	81.5
Valid				
Unlikely	30	10.9	10.9	92.4
Very unlikely	21	7.6	7.6	100.0
Total	276	100.0	100.0	

SOURCE:-FIELDSURVEY

Among 276 respondents, the likelihood of donating when recommended by a celebrity varied: 15.2% were very likely, 41.3% likely, 25.0% were neutral, 10.9% unlikely, and 7.6% very unlikely to donate. The majority (56.5%) showed a positive inclination toward celebrity recommendations, while 35.9% remained neutral or unlikely to donate. These results emphasize the potential influence of celebrities on charitable giving, but also the diversity in respondent responses, suggesting a need for further exploration and effective strategies.

**TABLE-10**To what extent do you trust celebrities when they endorse charitable causes?

	Frequency	Percent	ValidPercent	CumulativePercent
Completely	26	9.4	9.4	9.4
Very much	126	45.7	45.7	55.1
Moderately	71	25.7	25.7	80.8
Valid				
Slightly	38	13.8	13.8	94.6
Not at all	15	5.4	5.4	100.0
Total	276	100.0	100.0	

Among the 276 respondents, trust in celebrities endorsing charitable causes varied: 9.4% completely trust, 45.7% trust very much, 25.7% trust moderately, 13.8% trust slightly, and 5.4% don't trust celebrities at all. These results highlight that a significant portion of respondents exhibit high trust in celebrities' endorsements. However, there is also a notable proportion expressing varying levels of trust. Building and maintaining trustworthiness is crucial for celebrities engaged in charitable endorsements. Understanding these trust dynamics can aid in optimizing the impact of celebrity endorsements on charitable giving.

Hypothesis testing results:

NullHypothesis: there is no association between age of the respondents and Celebrities who are relatable and perceived as authentic will have a greater impact on donor behavior leading to increased charitable contributions

AlternativeHypothesis:

there is an association between age of the respondents and Celebrities who are relatable and perceived as authentic will have a greater impact on donor behavior leading to increased charitable contributions

## ANOVA

**TABLE-11**

	SumofSquares	df	MeanSquare	F	Sig.
BetweenGroup s	1567.500	4	391.875	1.066	.407
Within Groups	5514.250	15	367.617		
Total	7081.750	19			

Based on the ANOVA results, the F-statistic value of 1.066 with a p-value of 0.407 suggests that there is no statistically significant difference in the opinions regarding the impact of relatable and authentic celebrities on donor behavior and increased charitable contributions among different age groups. Therefore, we fail to reject the null hypothesis, indicating that age does not play a significant role in the perceived impact of relatable and authentic celebrities on donor behavior in relation to charitable giving.

## **HYPOTHESIS TESTING BETWEEN OPINIONS REGARDING Negative perceptions resulting from celebrity scandals will have a negative impact on donor trust and willingness to give and gender of respondents.**

NullHypothesis:

There is no difference between the opinions on Negative perceptions resulting from celebrity scandals will have a negative impact on donor trust and willingness to give. and gender of respondents.

AlternativeHypothesis:

There is difference between the opinions on Negative perceptions resulting from celebrity scandals will have a negative impact on donor trust and willingness to give. and gender ofrespondents.

### ANOVA

**TABLE-12**

	SumofSquares	df	MeanSquare	F	Sig.
BetweenGroups	3148.400	4	787.100	15.998	.005
Within Groups	246.000	5	49.200		
Total	3394.400	9			

Based on the ANOVA results, the F-statistic value of 15.998 with a p-value of 0.005 indicates that there is a statistically significant difference in the opinions regarding the negative impact of celebrity scandals on donor trust and willingness to give among different genders.

Therefore, we reject the null hypothesis and conclude that there is a significant difference in the opinions between male and female respondents regarding the negative impact of celebrity scandals on donor trust and willingness to give.

HYPOTHESIS TESTING BETWEEN OPINIONS REGARDING credibility of celebrities endorsing charitable causes positively correlates with donor trust and support, resulting in higher levels of charitable giving between the genderofrespondents.

Null Hypothesis:

There is no difference between the gender of the respondents' opinions on the credibility of celebrities endorsing charitable causes positively correlates with donor trust and support, resulting in higher levels of charitable giving

AlternativeHypothesis:

There is difference between the gender of the respondents' opinions on the credibility of celebrities endorsing charitable causes positively correlates with donor trust and support, resulting in higher levels of charitable giving

#### ANOVATABLE-13

	SumofSquares	df	MeanSquare	F	Sig.
BetweenGroups	2082.600	4	520.650	5.798	.040
Within Groups	449.000	5	89.800		
Total	2531.600	9			

Based on the ANOVA results, the F-statistic value of 5.798 with a p-value of 0.040 indicates that there is a statistically significant difference in the opinions regarding the correlation between the credibility of celebrities endorsing charitable causes and donor trust and support among different genders. Therefore, we reject the null hypothesis and conclude that there is a significant difference in the opinions between male and female respondents regarding the correlation between the credibility of celebrities and higher levels of charitable giving.

NullHypothesis:

There is no difference between age of the respondents' opinions on Celebrities exhibiting higher levels of empathy will have a stronger influence on donor perceptions and motivations, leading to increased charitable giving

AlternativeHypothesis:

There is difference between age of the respondents' opinions on Celebrities exhibiting higher levels of empathy will have a stronger influence on donor perceptions and motivations, leading to increased charitable giving

TABLE-14 VALUES

	SumofSquares	df	MeanSquare	F	Sig.
BetweenGroups	1076.800	4	269.200	.790	.549

Within Groups	5109.750	15	340.650		
Total	6186.550	19			

Based on the findings from the ANOVA test, the results indicate that there is no statistically significant difference in the opinions regarding the influence of celebrities exhibiting higher levels of empathy on donor perceptions and motivations, leading to increased charitable giving among different age groups. The F-statistic of 0.790 is not significant at the chosen level of significance, with a p-value of 0.549. Therefore, we fail to reject the null hypothesis, suggesting that age does not have a significant impact on the opinions regarding the influence of empathy exhibited by celebrities on donor behavior in relation to charitable giving.

**Findings and discussions:**The study's results provide valuable insights into donors' perceptions and behaviors regarding celebrities and their endorsement of charitable causes. The demographic analysis revealed a relatively balanced gender distribution, with a slight majority of female respondents. The age categories of 20-40 and 40-60 were the most actively engaged in charitable giving. A significant portion reported incomes between 5-10 lakhs, indicating moderate to high-income individuals participating in donations.

The study's participants displayed diverse educational backgrounds, with many holding degrees or postgraduate education, signifying the involvement of highly educated individuals in philanthropic activities. Various professions were represented, with private employees being the largest group, followed by government employees and farmers.

Most respondents reported donating every 1 to 6 months, demonstrating regular charitable engagement. Donation amounts varied, with many contributing between 1-500 rupees, showcasing a wide range of giving capacities.

In terms of trust in celebrities endorsing charitable causes, respondents generally expressed moderate to very high levels of trust, emphasizing celebrity influence in shaping donor decisions.

Various celebrity characteristics, such as empathy, reliability, credibility, authenticity, and alignment of values, were found to influence donor choices, with respondents perceiving celebrities as moderately influential in these aspects.

The impact of celebrity scandals on donation decisions was significant, with a considerable proportion agreeing that scandals could affect their decision to donate.

The extent of identification or similarity felt with celebrities endorsing charitable causes varied among respondents. These findings highlight the diverse nature of donors and

underscore the importance of trust, credibility, and value alignment in celebrity endorsements for organizations and campaigns seeking to promote charitable giving.

**4.Conclusion:** while celebrity endorsements can have an impact on donor behavior, factors such as credibility, relatability, and authenticity did not show a significant influence in this study. However, this does not undermine the importance of celebrity endorsements in charitable giving. To maximize the effectiveness of such endorsements, it is crucial to focus on building trust, establishing a personal connection with the audience, considering the target demographic, utilizing multiple communication channels, and emphasizing transparency and accountability. By implementing these suggestions, organizations can enhance the impact of celebrity endorsements and drive increased charitable contributions.

#### REFERENCES:

1. Agrawal J., Kamakura W. A. (1995). The economic worth of celebrity endorsers: An event study analysis. *Journal of Marketing*, 59(3), 56-62.
2. Andreoni J., Payne A. A. (2011). Is crowding out due entirely to fundraising? Evidence from a panel of charities. *Journal of Public Economics*, 95, 334-343.
3. Balsam S., Harris E. E. (2014). The impact of CEO compensation on nonprofit donations. *The Accounting Review*, 89(2), 425-450.
4. Bekkers R. (2003). Trust, accreditation, and philanthropy in the Netherlands. *Nonprofit and Voluntary Sector Quarterly*, 32, 596-615.
5. Bennett J. T., DiLorenzo T. J. (1994). *Unhealthy charities: Hazardous to your health and wealth*. New York, NY: Basic Books.
6. Bowman H. W. (2006). Should donors care about overhead? Do they care? *Nonprofit and Voluntary Sector Quarterly*, 35, 288-310.
7. Bulik B. S. (2012). Rebels with a cause: Nonprofit marketers. *Advertising Age*, 83(7), 21.
8. Ding H., Molchanov A. E., Stork P. A. (2011). The value of celebrity endorsements: A stock market perspective. *Marketing Letters*, 22, 147-163.
9. Elberse A., Verleun J. (2012). The economic value of celebrity endorsements. *Journal of Advertising Research*, 52(2), 149-165.
10. Farrell K. A., Karels G. V., Montfort K. W., McClatchey C. A. (2000). Celebrity performance and endorsement value: The case of Tiger Woods. *Managerial Finance*, 26(7), 1-15.
11. Fize J., McNeill C. R., Smaby T. (2008). Athlete endorsement contracts: The impact of conventional stars. *International Advances in Economic Research*, 14, 247-256.
12. Goering E., Connor U. M., Nagelhout E., Steinberg R. (2011). Persuasion in fundraising letters: An interdisciplinary study. *Nonprofit and Voluntary Sector Quarterly*, 40, 228-246.