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Navigating the Perplexities of Social Media Information across Different Digital Generations to Improve Information Sharing

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ABSTRACT

Purpose: This research explores the impact of social media content and product information on consumer experiences and information sharing among digital natives and immigrants. With 5.75 billion mobile phones and 5.22 billion social media users worldwide, and the fact that 46.1% rely on social media for brand research, it becomes crucial to understand these dynamics. Navigating the Perplexities of similar and repetitive content of overwhelming volume Social Media Information understanding is vital for more consumer-centric approach to creates brand trust and engaging credibility content.

Design/methodology/approach: We used quantitative methods to analyze data from 349 social media users in Indonesia, including digital natives and immigrants, using a refined questionnaire based on existing literature. The questionnaire, which underwent academic review, utilized a 4-point Likert without a neutral option to encourage thoughtful responses. Descriptive statistics and PLS-SEM were used for hypothesis testing.

Findings: Our findings indicate that consumer experience significantly mediates behavior, loyalty, and satisfaction, with a stronger influence on sharing intentions than product information. Digital natives are more affected by social media interactions and share information more freely but struggle with verifying accuracy due to content overload and the perplexity of information. This complexity undermines trust and decision-making, emphasizing the need for clearer marketing communication strategies tailored to the preferences of both digital natives and digital immigrants.

Research limitations/implications: Research limitations/implications: This research is limited to digital natives and immigrants in Indonesia, suggests the need for future studies with larger samples and diverse contexts to include variables like generational cohorts and cultural influences, enhancing understanding of social media dynamics and informing effective marketing strategies.

Originality/value: This research highlights the differential influence of social media content on various consumer groups, emphasizing the need for tailored marketing strategies that enhance user experiences and foster trust while effectively addressing the challenges of information overload.

Keywords: Perplexing of information, Social-media content, Consumer experience, Digital natives, Digital immigrants

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I. Introduction

Mobile phones are increasingly integral to daily

life, with approximately 5.75 billion users, representing 70.3% of the world's population as of October 2024. Concurrently, the number of social media users has reached 5.22 billion, or 63.8% of the world's population, reflecting a 5.2% increase from October 2023 to October 2024 (Kemp, 2024). This trend indicates a significant shift towards mobile devices for social media use, characterized by frequent daily access (Nyagadza, 2022). Additionally, Kemp (2024) notes that a record number of individuals are utilizing social networks for brand research, with 46.1% of global survey respondents indicating that they use social media when seeking information about brands and products they are considering purchasing. Unlike traditional marketing, social media has become a fundamental necessity in society, influencing transactional activities and serving as a platform for content sharing and product promotion (Arpaci, 2020).

Social media has transformed engagement and revolutionized marketing practices by facilitating content sharing, interactivity, consumer service and feedback, thereby enhancing brand interaction and consumer experience (Hallock et al., 2019; Miah et al., 2022; Moon & Iacobucci, 2022). Prior research indicates that social media posts featuring high-rich media (e.g., video, audio, animation) enhance engagement behaviors more effectively than lower-rich content (e.g., photos, images) by stimulating multiple sensory characteristics (Ge et al., 2021; Schreiner et al., 2021; Shahbaznezhad et al., 2021; Wongkitrungrueng & Assarut, 2020). Tham et al. (2020) empirically demonstrated that high social media engagement is crucial in decision-making processes. Additionally, social media facilitates the sharing of opinions and product knowledge, influencing consumer decisions (Miah et al., 2022).

While relatively new, consumer engagement involves complex interactions driven by varying motivations, such as sharing experiences and recommendations (Hallock et al., 2019). In contrast to traditional marketing, social media marketing enables multi-way interaction approach: customers can communicate in a style similar to face-to-face communication, enhancing content richness and improving customer experiences while allowing for engagement and information sharing

without constraints of cost, distance, or time, helping customers find diverse information sources (Arpaci, 2020; Cao et al., 2021; Shahbaznezhad et al., 2021). As consumers engage more with brands on social media, marketing has shifted from product-centric to consumer-centric approaches (Fetherstonhaugh, 2009; Konhäusner et al., 2021; McCarthy, 1960; Pop & Zsuzsa, 2020). Chen et al. (2021) suggest that marketing strategies should capitalize on consumer habits by providing engaging information through social media content, which can enhance consumers' rational, interactional, and transactional responses, with engagement being crucial for company success (Schreiner et al., 2021; Shahbaznezhad et al., 2021).

The concept of online consumer experience can be categorized into sensory, cognitive, and emotional experiences (Y. H. Chen et al., 2020; Zhang et al., 2020). These interactions elicit emotions that impact consumer perceptions, preferences, and decision-making across purchase stages, ultimately shaping the overall consumer experience (N. Chen & Yang, 2023). However, the rapid growth of information on social media complicates the discernment of reliable content, even as consumers increasingly use digital and social media to seek brand information, express opinions, and interact with companies (Aju et al., 2022; Hallock et al., 2019).

While companies must ensure their social media content is well-received and protect customers from fake information to build brand trust, the overwhelming volume of similar and repetitive content makes it is challenging to distinguish between real and fake information, challenging information credibility and potentially leading to negative interactions that adversely impact purchase intentions (Grewal et al., 2019). Companies need to make sure their social media content is trustworthy and protects consumers from misinformation to build brand trust. However, the high amount of similar and repetitive posts makes it perplexing for people to know what is real and what is fake, which creates doubts about information credibility (Aju et al., 2022). Even if a company produces social media content, that doesn't guarantee the audience will trust or accept it; protecting

consumers against misinformation is key to gaining consumer confidence (Dwivedi et al., 2021). Moreover, online consumer experience is personal and internal, shaped by individual perceptions (Purnamaningsih & Rizkalla, 2020; Vazquez et al., 2020). Social media interactions don't always have positive outcomes and can sometimes have negative consumer's experience (Grewal et al., 2019; Li et al., 2023).

Social media enables consumers to actively participate by writing reviews, sharing content, tagging friends, liking posts, and more. Understanding the motivations people take these actions helps companies learn how their messages are received (Dwivedi et al., 2021; Grewal et al., 2019). When consumers are encouraged to talk about products, they benefit from social influence and the spread of information. However, companies may also face challenges to turn their social media investments into real, meaningful engagement with the brands (de Oliveira Santini et al., 2020; Hallock et al., 2019; Rizkalla et al., 2023; Shahbaznezhad et al., 2021). Additionally, companies need to pay close attention to their services, as consumers frequently share negative experiences publicly on social media, which can impact brand reputation (Kusumawati et al., 2024).

This research is important because social media content significantly influences how consumers experience and share information. It also highlights the need to understand the differences between digital natives and digital immigrants, a concept introduced by Marc Prensky (2001). Digital natives, who grew up with technology, are generally more comfortable with it, while older generations like Baby Boomers and Generation X, known as digital immigrants, had to learn and adapt to technology later in life (Manor & Kampf, 2022; Mertala et al., 2024; Prensky, 2001). These generational differences affect how people accept and use technologies such as social networks, mobile commerce, mobile banking, information security, and payment services (Agárdi & Alt, 2024; Shams et al., 2020). This research aims to explore how social media content and product information impact consumer experiences and information sharing, emphasizing the importance of understanding these effects across different digital generations.

II. Research Method

This research uses quantitative methods to examine theoretical relationships, identify correlations, and predict outcomes. A questionnaire was designed based on existing literature covering social media content, product information, consumer experience, and information sharing. To ensure its validity and reliability, the questionnaire underwent academic review and a pilot test. The finalized questionnaire consisted of two parts: socio-demographic questions and statements related to the four key variables, measured using a 4-point Likert scale ranging from "Strongly disagree" (1) to "Strongly agree" (4), intentionally excluding a neutral option. Omitting neutral options compels respondents to engage more thoughtfully with the survey, resulting in more precise ratings, as they are less likely to lean toward the middle category if available (Adelson & McCoach, 2010). This aligns with research by (Garland, 1991), which indicates that a balanced four-point Likert scale without a midpoint encourages respondents to select more definitive responses.

A non-probability accidental sampling method was employed to collect data via online questionnaires distributed nationwide in Indonesia. Respondents were informed about the study purpose, confidentiality, and consented online, confirming they were 18 or older. Based on a population of 126.8 million users aged 18 and above (Kemp, 2024), the sample size was determined using Power Calculation with a significance level of 5%, a statistical power of 80%, an estimated proportion of 0.5, and a small effect size of 0.1. This analysis indicated that approximately 196 respondents were needed for the research.

The survey targeted digital natives (Gen Y and Gen Z) and digital immigrants (Baby Boomers and Gen X) using a questionnaire administered to social media users across these cohorts, as defined by the Indonesia Central Bureau of Statistics BPS (2024). Data collection occurred in November and December 2023, resulting in a final sample of 349 valid responses were obtained (225 digital natives, 64%; 124 digital

immigrants, 36%). This distribution aligns with findings from the 2024 Indonesia's Internet Penetration Survey by the Indonesian Internet Service Providers Association (APJII).

The data collected will be used to create additional sub-groups within digital natives and digital immigrants, enabling an analysis of the differences and similarities across digital generations. Two main analyses were performed: descriptive analysis and inferential analysis. The descriptive analysis presents the socio-demographic profiles of respondents, as well as the minimum, maximum, and mean values for each variable and indicator in the research model. The inference analysis employed PLS-SEM to test the hypotheses through a two-stage process: first, assessing the measurement model to evaluate the relationships between indicators and constructs; and second, evaluating the structural model to examine the predictive power and relationships among constructs (Aguirre-Urreta & Rönkkö, 2018). Additionally, this analysis considered total effects, which are the combined direct and indirect effects within the path model (Hair et al., 2021).

III. Research Ethic

This research prioritized ethical principles by protecting participants' anonymity, respecting their rights, and ensuring no harm was caused. The research

followed established ethical standards to maintain the dignity and well-being of everyone involved. As no additional data were generated beyond the survey responses collected, individual responses cannot be shared due to ethical and privacy concerns.

IV. Results

The socio-demographic profile of the 349 respondents showed that 52% were male and 48% were female (Figure 1). Regarding generational classification, 36% of the respondents were digital immigrants, while 64% were digital natives, indicating a predominantly younger, tech-savvy sample (Manyanga et al., 2024; Mertala et al., 2024). Social media usage patterns showed that 90% of respondents used social media frequently, while online shopping frequency was mainly categorized as "sometimes" (44%) and "rarely" (32%).

It is noteworthy that female digital natives spend more time using social media than males, with data indicating that 96% of females engage frequently in social media activities, which is higher than the often range of social media activities in general. Given that females exhibit more impulsive traits than males on social media, this behavior is influenced by various factors, such as the tendency of participation, browse frequently, and exposure the stimuli (Djafarova & Bowes, 2021).

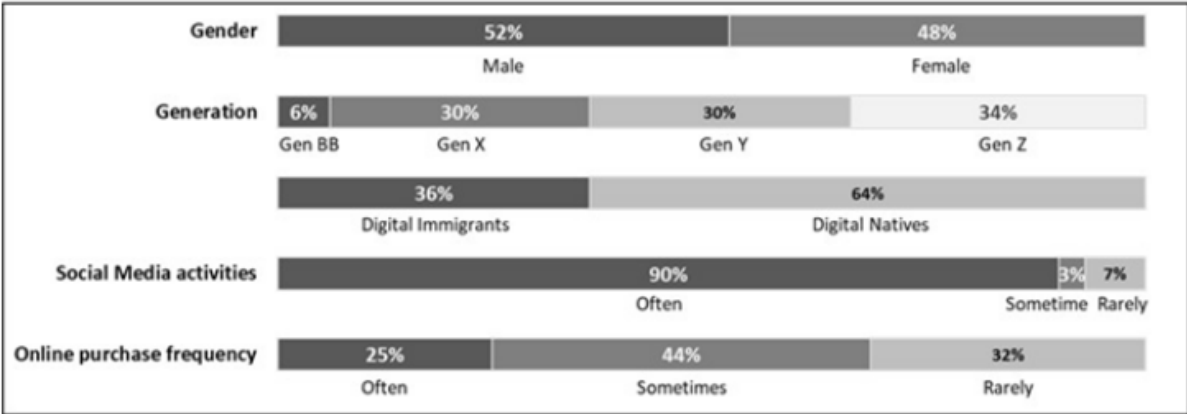


Figure 1. Respondent characteristic (N:349)

This research employs descriptive data analysis from the second part of the questionnaire to address the question: Does social media content and product information impact consumer experience and information sharing across different generations? The analysis provided the minimum, maximum, and mean values for each variable and indicator within the research model (Table 1).

The variable with the highest mean in the research model is "Consumer Experience," with both generational cohorts reporting similar meanings. Social media influences physical activity behaviors by facilitating information search and sharing, motivating users to exchange information and express emotions, leading to enjoyable shopping experiences (González-Serrano et al., 2024; Peng et al., 2019). In contrast, "Information Sharing" has the lowest mean, with digital natives and digital immigrants. While social media enhances the sharing of opinions and product knowledge, which can significantly influence consumer decisions (Miah et al., 2022), the prevalence of similar and repetitive content complicates the distinction between real and fake information, undermining credibility (Aju et al., 2022).

This research uses inference analysis from the second part of the questionnaire to address the question: What is the relevant impact of social media content and product information on consumer experience and information sharing across different generations? The PLS-SEM model analysis follows two steps: first, a measurement model assessment to evaluate the relationships between indicators and constructs; and second, a structural model evaluation to examine the

predictive capability and connections between constructs.

The measurement model analysis showed that all indicators, including those for both generational groups, are valid with factor loadings above 0.70 (Cheng et al., 2019; Hair et al., 2019). Both Cronbach's Alpha (CA) and Composite Reliability (CR) values exceeded 0.70, indicating strong internal consistency (Hair et al., 2019). Moreover, the Average Variance Extracted (AVE) values for all variables were above 0.50, confirming the reliability of the four variables across both generations.

After establishing the validity and reliability of the measurement model, the structural model analysis was performed using Smart-PLS version 3.0 with bootstrapping of 500 samples. This analysis tested the relationships between constructs (Hair et al., 2019), using t-statistics to evaluate moderating effects (with values above 1.646 indicating significance for one-tailed tests) and P-values to confirm hypotheses (with significance set at less than 0.05).

Based on the inference analysis results presented in Table 2, the first hypothesis (H1) that social media content influences product information was accepted, showing consistent results across both generation cohorts for both groups (Hair et al., 2019).

H1: Social media content has a positive relationship with Product Information

The phenomenal growth and accessibility of information on social media have made it challenging to discern between information, while consumers increasingly use digital and social media to seek brand information, express opinions, and interact with

Table 1. Descriptive data analysis

Variables	All Respondents (n=349)				Digital Natives (n=225)				Digital Immigrants (n=124)			
	Min	Max	Mean	Value	Min	Max	Mean	Value	Min	Max	Mean	Value
Social Media Content	1	4	3.24		1	4	3.27		1	4	3.20	
Product Information	1	4	3.24		1	4	3.29		1	4	3.16	
Consumer Experience	1	4	3.32	<i>High Rank</i>	1	4	3.36	<i>High Rank</i>	1	4	3.26	<i>High Rank</i>
Information Sharing	1	4	3.15	<i>Low Rank</i>	1	4	3.25	<i>Low Rank</i>	1	4	3.01	<i>Low Rank</i>

companies (Aju et al., 2022; Hallock et al., 2019). Given the broad influence of social media on consumers' perceptions, the careful selection of content richness should not be overlooked, especially considering generational differences (Cao et al., 2021).

The second hypothesis (H2) that social media content influences consumer experience consistently across both generation cohorts, was accepted (Table 2) for both groups.

H2: Social media content has a positive relationship with Consumer Experience

Consumer experience, especially in the context of online interactions (Y. H. Chen et al., 2020; Zhang et al., 2020), can be understood through sensory, cognitive, and emotional dimensions (Martins et al., 2019). The importance of consumer experience is clear, as it plays a crucial role in shaping consumer behavior, fostering loyalty, and driving overall satisfaction (N. Chen & Yang, 2023; Gerlich, 2023; Singh et al., 2025).

The third hypothesis (H3) that product information influences consumer experience consistently across both generation cohorts was accepted, as indicated in Table 2 for both groups.

H3: Product Information has a positive relationship with Consumer Experience

When information aligns with their needs,

consumers are more motivated to search for products and services (Ebrahimi et al., 2022; Gupta et al., 2021). This interaction encompasses a range of feelings experienced between consumers and between consumers and companies, influencing perceptions, preferences, and decision-making processes from pre-purchase to post-purchase stages, thereby contributing to the overall consumer experience (N. Chen & Yang, 2023; Hamid et al., 2023).

The fourth hypothesis (H4) that product information influences information sharing consistently across both generation cohorts, was rejected, as indicated in Table 2 for both groups.

H4: Product Information has a positive relationship with Information Sharing

While social media facilitates information sharing and emotional expression, enhancing experiences related to physical activity (González-Serrano et al., 2024; Peng et al., 2019), consumers still choose how they express their likes and dislikes about products (Das, 2020). However, the complexity of two-way communication often leaves consumers struggling to distinguish between real and fake information due to the overwhelming volume of similar content, challenging the credibility of information (Nyagadza, 2022). Additionally, misleading content spreads quickly and contributes to a growing sense of mistrust, highlighting the pressing need for careful verification of information shared on social networks

Table 2. Results of structural model analysis

Hypothesis	Digital Natives (n=225)				Digital Immigrants (n=124)			
	Original Sample	t Statistics	P Values	Result	Original Sample	t Statistics	P Values	Result
H1 Social media content has a positive relationship with Product Information	0.38	6.64	0.00	Accepted	0.30	3.28	0.00	Accepted
H2 Social media content has a positive relationship with Consumer Experience	0.30	3.78	0.00	Accepted	0.24	2.77	0.00	Accepted
H3 Product Information has a positive relationship with Consumer Experience	0.30	4.56	0.00	Accepted	0.32	3.83	0.00	Accepted
H4 Product Information has a positive relationship with Information Sharing	0.06	1.35	0.09	Rejected	0.03	0.38	0.35	Rejected
H5 Consumer Experience has a positive relationship with Information Sharing	0.71	13.81	0.00	Accepted	0.59	8.18	0.00	Accepted

Source: Smart PLS Bootstrapping Result

(Aju et al., 2022).

The fifth hypothesis (H5) that consumer experience influences information sharing consistently across both generation cohorts, was accepted (Table 2) for both groups.

H5: Consumer Experience has a positive relationship with Information Sharing

Consumers have the freedom to share their product opinions, but they must cross-verify the content with their own experiences to determine its accuracy before sharing (Aju et al., 2022; González-Serrano et al., 2024; Nyagadza, 2022). This process encompasses feelings arising from interactions between consumers and companies throughout the consumer journey, contributing to the overall consumer experience (N. Chen & Yang, 2023). The significance of consumer experience cannot be overstated, as it plays a vital role in shaping consumer behavior, loyalty, and overall satisfaction (N. Chen & Yang, 2023; Gerlich, 2023; Thoa & Cuong, 2024).

A. Total Effect Analysis

Analyzing the structural model results reveals that the meaningfulness of path coefficients is enhanced by examining total effects, defined as the sum of

direct and indirect effects of social media content as exogenous on information sharing as endogenous (Hair et al., 2021). As detailed in Table 3, the total effect for digital natives significantly stronger than digital immigrants. This indicates that digital natives, typically younger and more tech-savvy, are more influenced by social media, as they use it to express opinions and connect with peers, thereby shaping their attitudes and satisfaction more than digital immigrants (Agárdi & Alt, 2024; Manyanga et al., 2024; Mertala et al., 2024).

V. Discussion

The results suggest that digital generational cohort is an important element to consider when analyzing social media content, which has a positive relationship with information sharing via product information and consumer experience for both generation cohorts (Figure 2). Companies that develop social media strategies based on deep insights into consumer behavior and engagement by generational cohorts are more likely to succeed in fostering positive interactions through social networks (Dwivedi et al., 2021). Aligning with research from Sang (2024), which highlights

Table 3. Total effects analysis

Hypothesis	Digital Natives (n=225)				Digital Immigrants (n=124)			
	Original Sample	t Statistics	P Values	Result	Original Sample	t Statistics	P Values	Result
Indirect Effect 1: P1 > P4								
Social media Content > Product Information > Information Sharing	0.02	1.23	0.11	<i>Rejected</i>	0.01	0.34	0.37	<i>Rejected</i>
Indirect Effect 2: P2 > P5								
Social media Content > Consumer Experience > Information Sharing	0.21	3.28	0.00	<i>Accepted</i>	0.14	2.55	0.01	<i>Accepted</i>
Indirect Effect 3: P1 > P3 > P5								
Social media Content > Product Information > Consumer Experience > Information Sharing	0.08	3.61	0.00	<i>Accepted</i>	0.06	2.04	0.02	<i>Accepted</i>
Total Effect: Indirect Effect (1+2+3) = 0.02 + 0.21 + 0.08					= 0.01 + 0.14 + 0.06			
P1 > P4 + P2 > P5 + P1 > P3 > P5 = 0.32					= 0.21			

Source: Smart PLS Bootstrapping Result

prominent contributors from the Middle East, Europe, North America, and Asia, it indicates that social media provides businesses with new ways to connect with users through unique features that enable the creation of engaging visual content and interaction with consumers.

All hypotheses are accepted, except for the fourth hypothesis (H4), which posited that product information influences information sharing consistently across both generational cohorts; this was rejected. In a multiple mediation model, a specific indirect effect refers to the indirect impact of social media content on information sharing via a single mediator, controlling for others included mediators (Hair et al., 2021). Analysis in Figure 3 reveals that the indirect effect through consumer experience (Patch 1) is significant for both generation cohorts. Additionally, the combined effect through both product information and consumer experience (Patch 2) is significantly positive for both

groups.

This highlights that consumer experience enhances information sharing more than product information. Social media facilitates sharing and emotional expression, but the overwhelming volume of content makes it perplexing to distinguishing real from fake information, affecting credibility, highlighting the need for accuracy verification against personal experiences throughout the consumer journey (Aju et al., 2022; N. Chen & Yang, 2023; González-Serrano et al., 2024; Nyagadza, 2022).

Total effect is the sum of the direct effect and the indirect effect between a social media content as exogenous and an information sharing as endogenous latent variable in the path model. Analysis shows that digital natives significantly stronger than digital immigrants (Figure 4), indicating digital natives are younger, tech-savvy digital natives are more impacted

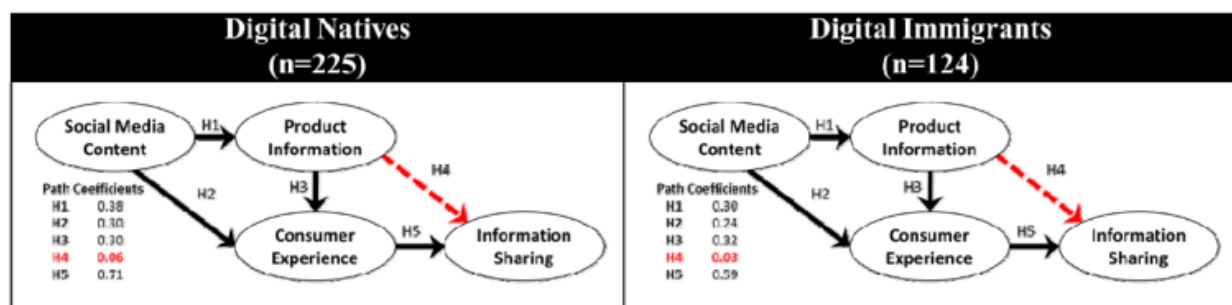


Figure 2. Results of structural model analysis for all hypothesis

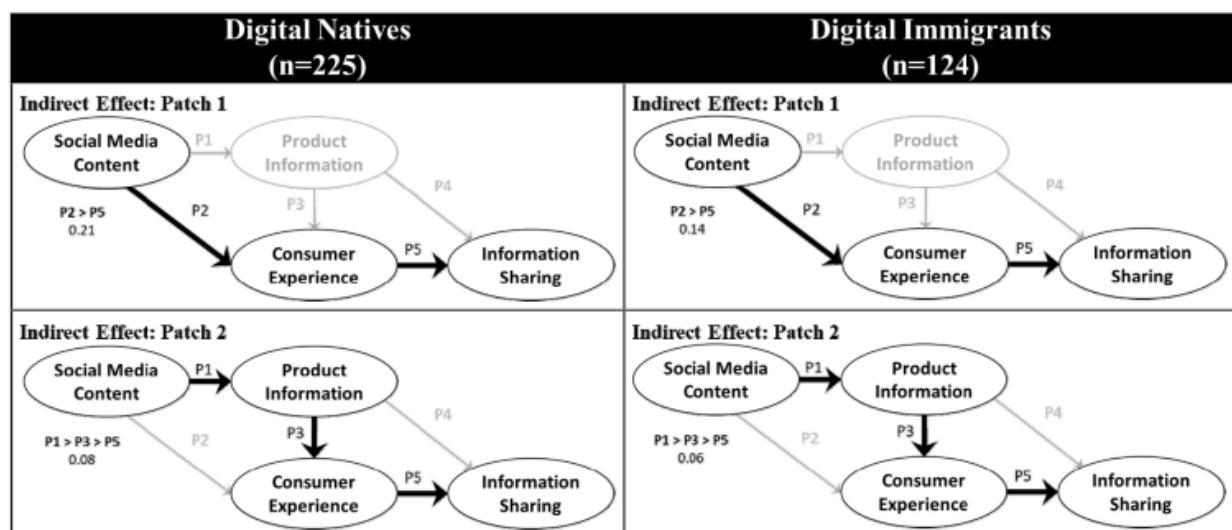


Figure 3. Results of specific indirect effect analysis - Accepted

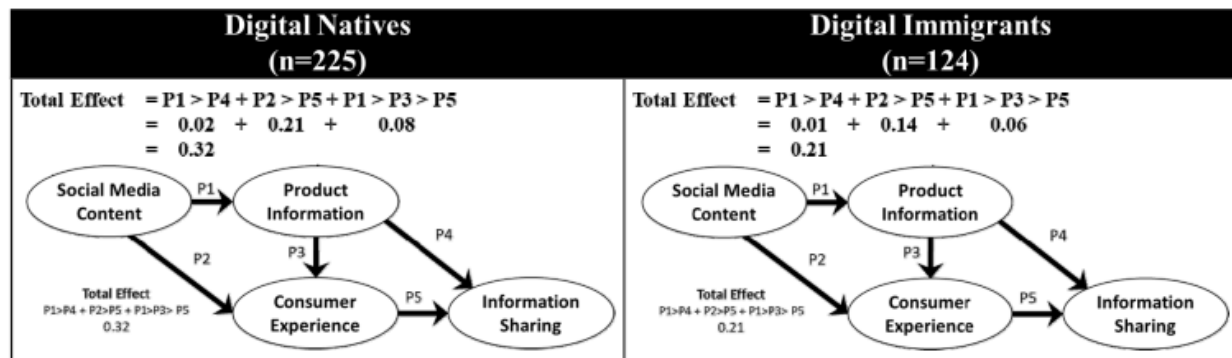


Figure 4. Results of total effect analysis

by digital interactions (Manyanga et al., 2024; Mertala et al., 2024). Digital natives' shift to social media enhances expression and peer alignment, influencing attitudes and perceptions, as they freely share their product opinions while needing to verify their accuracy against personal experience (Agárdi & Alt, 2024).

VI. Summary and Limitations

This research aims to compare the impact of social media content and product information on consumer experience and information sharing, highlighting the need to understand the implications of similarities and differences across different of digital generation, differences providing design implications for social media content tailored to digital natives and digital immigrants.

The research reveals the complexity of information in distinguishing between real and fake information on social media, which undermines its credibility. Most hypotheses were supported, except for the one concerning the consistent influence of product information on sharing behaviors across both groups. Social media serves as a catalyst for physical activity by facilitating information sharing and emotional expression. Additionally, consumer experience plays a crucial role in shaping consumer behavior, loyalty, and satisfaction. As a result, marketing strategies should focus on creating engaging content that encourages

positive reactions, emphasizing the importance of consumer experience for achieving success.

This research highlights the powerful role of social media content in driving information sharing across both generational groups, with consumer experience having a stronger effect on sharing than product information. While social media encourages sharing and emotional expression, the high volume of content makes it credibility challenges to separate real from fake information, impacting credibility and requiring individuals to verify through their own experiences. Additionally, social media fosters physical activity through emotional engagement. Because consumer experience strongly influences behavior, loyalty, and satisfaction, marketing efforts should focus on creating engaging content that elicits positive responses, making consumer engagement essential for success.

Digital natives are deeply influenced by social media interactions, which enhance their self-expression and alignment with peers more than digital immigrants. They openly share opinions about products but feel the need to confirm the accuracy of information against their personal experiences. This younger generation seeks greater stimulation as a key factor for satisfaction. Although they value two-way communication, their ability to distinguish genuine from false information is weakened by the repetitive and similar nature of much content, which undermines credibility. Therefore, marketing strategies must carefully address the unique preferences and concerns of both generational groups to build long-term trust and foster meaningful consumer experiences that contribute to company success.

41 Based on the research findings, it is recommended that companies adopt tailored strategies when engaging with that generational cohort, in the context of consumer experience on social media. Theoretical implication, the research reveals that even though social media users are generally comfortable with digital information, they still face the perplexing challenge of distinguishing between real and fake social media information. 37 Practical implication, the findings underscore the importance of companies addressing the nuanced preferences and concerns of different digital generational cohorts. These insights can inform digital marketing strategies by guiding the development of targeted content that resonates with each cohort, digital natives may prefer interactive, visually engaging material, while older generations might favor informative, straightforward messaging. Investing in high-quality, credible content can enhance brand trust and reputation. Moreover, understanding each cohort's needs allows businesses to allocate resources effectively, ensuring that marketing campaigns are relevant and impactful, ultimately fostering consumer loyalty and driving long-term success. Therefore, companies must navigate the distinct needs of digital natives and immigrants to build long-term trust and enhance consumer experiences, improving overall engagement and satisfaction.

This research has limitations based on the research that has been done. This limitation is that the object of the research is only focused on digital natives and immigrants in Indonesia. Future research should involve larger samples and diverse contexts to validate the proposed models further. This research design could be enhanced by incorporating additional variables that impact consumer experience, such as generational cohorts (e.g., 40 Baby Boomers, Generation X, Y, and Z), brand trust, and information credibility. Integrating frameworks like AIDA (Attention, Interest, Desire, Action) or AISAS (Attention, Interest, Search, Action, Share) to explore the consumer journey could also provide deeper insights. Additionally, future research should involve larger samples and diverse contexts to further validate the proposed models, ultimately offering more comprehensive insights for both researchers and companies.

Disclosure of Data Availability

The authors declare that no additional data was generated in this work beyond the survey responses collected. Individual responses cannot be shared due to ethical and privacy concerns, in accordance with our commitment to protecting participant confidentiality.

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9 Conflicts of Interest

No potential conflict of interest was reported by the author(s).

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