



## CUSTOMER SATISFACTION WHEN PARTICIPATING IN SPORTS ACTIVITIES AT TRUNG NGOC COMPLEX, TRA VINH CITY, VIETNAM

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### Abstract:

The purpose of this objective is to share information about patron satisfaction with sports events at Trung Ngoc Complex. Tra Vinh City, Vietnam. By synthesizing documents, interviewers, and statistics, the article surveyed 140 people out of a total of 820 customers regular visits to Trung Ngoc Complex according to the scale of Parasuraman et al. (1985, 1988). It consists of five components and 22 observable variables: tangible (four variables), reliability (five variables), assurance (four variables), (empathy) (five variables). The results demonstrate customer satisfaction when partaking in sporting events at the Trung Ngoc Complex in Tra Vinh, Vietnam; relative unhappiness with concrete methods; responsibility-responsiveness and assurance.

**Keywords:** satisfaction, physical training activities, Trung Ngoc Complex, Tra Vinh City, Vietnam

### 1. Introduction

In the period of economic integration, along with the continuous changes in the fields of economy, trade, technology, etc., the Physical Education and Sports Industry (TDTT) cannot stand out from this trend, and indeed, there have been many changes with many policies and measures to improve the quality of services. The current sports activities are gradually considered a type of epidemic department, providing "orders" to mainly practitioners (Nguyen Dinh Tho & Nguyen Thi Mai Trang, 2007). Therefore, the resolute factor to evaluate the improvement of the quality of "orders" in TDTT is the satisfaction of the above target group. The quality of training activities has many standards, such as facilities, coach qualifications, training programs, scientific research, etc. However, to evaluate these criteria objectively and accurately, they need to be evaluated by the "person

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*who is using them*" (Wilson et al., 2016). Thus, in the field of TDT activities, the psychology of satisfaction or dissatisfaction on the part of the practitioner should be paid attention to and evaluated in a specific and serious way (Le Thiet Can, 2016).

In recent years, the business sector has shown an increasing interest in quality management, a concept that has become popular and is applied to practically every field of management in organizations and enterprises in the service sector (Mañas, Jiménez, Muyor, Martínez, & Moliner, 2008; Martínez & Martínez, 2008; Tsitskari, Tsiotras, & Tsiotras, 2006). This is no surprise since measuring customer perceptions of service quality is one factor that explains the competitiveness and viability of organizations (Mañas, et al., 2008). By measuring customer perceptions of service quality, user experience can be determined, which is necessary when implementing any type of system in order to improve process efficiency and efficiency and ensure customer loyalty (Larson & Steinman, 2009; Martínez & Martínez, 2008). Users are becoming more demanding (Martin & O'Neill, 2010) and as such their loyalty has become one of the most important achievements for any organization (Tsitskari, et al., 2006). According to Javadein, S. R. S et al., (2008) customer loyalty can be explained by customer perceptions of the quality of services provided by sports service providers (Javadein, S. R. S. et al., 2008).

In lately days, interest in service quality has increased as studies have shown that improvements in quality can lead to improved organizational performance and competition (Douglas & Connor, 2003; Rosen, Karwan, & Scribner, 2003). To assess how well their companies meet customer needs, service managers often use service quality and customer satisfaction measurements. As a result, service quality and customer satisfaction have received much attention from marketers and academic researchers (Spreng & MacKoy, 1996). In addition, Taylor (1997) noted that the two structures (quality of service and customer satisfaction) have become very important for marketing theory and practice, as many researchers have shown their relationship to desired consumer outcomes (Spreng & MacKoy, 1996; Zeithaml et al., 1996). The majority of services, including sports services, have helped create more demand and discerning customers. The growing expectation of sports services has led managers to become customer-focused, which in turn has led to the introduction of customer care initiatives aimed at improving the quality-of-service delivery (Robinson, 1995, 1999). With that importance, the article chooses the research direction with the name:

## **2. Research methods**

The method of document synthesis and analysis involves gathering data from research papers, books, and scholarly publications by authors from all around the world about how satisfied customers are with fitness and sports services abroad.

The customer interview method is to get information through interviews with experts, and participants in physical training at the Trung Ngoc complex in Tra Vinh City, Vietnam. Satisfaction when participating in sports activities at the Trung Ngoc Complex, Tra Vinh City, Vietnam.

## 2.1 Data collection methods

### a. Survey of the target group

The author conducted a survey for the target group, which included consumers using Trung Ngoc Complex services who have a sales relationship at Trung Ngoc Complex and sales personnel. To find out how people reacted to sporting activities at Trung Ngoc Complex.

### b. Survey time

The survey was conducted starting at the beginning of July 2021 and ending at the end of December 2021.

### c. The procedure of the survey

A survey questionnaire was created and delivered directly to customers that use Trung Ngoc Complex's services.

### d. The content of the questionnaire

The questionnaire includes a questionnaire for customers using Trung Ngoc Complex service of Trung Ngoc Complex.

In each question is rated on 05 levels: (1) Strongly disagree, (2) Disagree, (3) Fair, (4) Agree, (5) Strongly agree. During the research process the collection of customer data from people who visited Trung Ngoc Complex and used its services.

Methods of statistical mathematics are used to process the data.

## 2.2 Research scale

In this article, the author has inherited Parasuraman et al. (1985, 1988) including 5 components with 22 observed variables:

- **Tangible (four variables):** (T1) Trung Ngoc Complex has modern equipment; (T2) Trung Ngoc Complex has a system of machinery that is always routinely cleaned and maintained; (T3) Trung Ngoc Complex employees dress well and neatly ; The amenities in the Trung Ngoc Complex are varied, aesthetically pleasing, attractive in appearance, design, and pertinent to the services offered.
- **Reliability (five variables):** (R1) Trung Ngoc Complex keeps its word when it says it will do something at a certain time; (R2) When you have a problem, Trung Ngoc Complex shows a sincere interest in solving the problem; (R3) Trung Ngoc Complex provides the service correctly the first time around; (R4) Trung Ngoc Complex offers services when they're needed, which Trung Ngoc Complex promises to do; (R5) Trung Ngoc Complex is constantly concerned about upholding its reputation.
- **Responsiveness - Availability (four variables):** (Re1) Trung Ngoc Complex lets customers know when they provide services to them; (Re2) Trung Ngoc Complex staff members are prompt in providing client service.; (Re3) Trung Ngoc Complex staff members are constantly eager to assist clients.; (Re4) To fulfill the demands of the clients, Trung Ngoc Complex employees are eager to put in extra time.

- **Assurance – Service capacity (four variables):** (A1) Customers may rely on all personnel behavior at Trung Ngoc Complex; (A2) When engaging in sports at Trung Ngoc Complex, patrons feel secure.; (A3) Trung Ngoc Complex staff members consistently greet and treat customers with politeness and courtesy; (A4) Trung Ngoc Complex continuously updates staff members' knowledge and develops their abilities to help them do their duties well.
- **Empathy - (five variables):** (E1) Trung Ngoc Complex constantly gives each individual consumer full attention.; (E2) Customers are consistently prioritized by the staff of Trung Ngoc Complex.; (E3) Trung Ngoc Complex staff members are aware of clients' demands; (E4) Trung Ngoc Complex staff members are aware of clients' demands; (E5) Trung Ngoc Complex operates during times that are convenient for its clients.
- **Research target:** The paper determines the number of customers that 140 out of Trung Ngoc Complex's total of 820 frequent consumers were surveyed, which increased accuracy and ensured convenience for the study process.

### 3. Research results and discussion

#### 3.1 Evaluation of customer satisfaction survey results from Trung Ngoc Complex's sporting events

##### 3.1.2 Survey data results

The period of data gathering was from November 2020 to February 2019, a total of 125 clients receives questionnaires from the author directly, (the number of collected questionnaires is 112, 100 are genuine votes).

After data entry and data cleaning (removing dishonest questionnaires such as: choosing one option for all questions, do not answer the questions used in the analysis, etc.), the results are shown in Table 1.

**Table 1:** shows the results of the Trung Ngoc Complex's customer survey

Targets	Customers number	Rate (%)
Number of votes issued	140	100%
Number of coupons collected	113	94%
Number of valid votes	110	83%

A total of 140 questionnaires were distributed, to investigate customers' dealings with the Trung Ngoc Complex. The total number of questionnaires collected was 113. Three votes were found to be insufficient after inspection, so they were disqualified. Consequently, 110 votes were put into the system for processing and analysis. The survey design also provides a comparative assessment with competitors; customers who have dealt with Trung Ngoc Complex and competitors will evaluate both parties and compare them as part of the survey's comparative assessment with competitors.

The tangible factor's actual status is shown in Table 2.

**Table 2:** Statistics describing the tangible component

Variables		Option is selected					Mean
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
T1	Frequency	9	22	26	35	18	2,72
	Rate (%)	6,00%	14,67%	17,33%	23,33%	12,00%	
T2	Frequency	27	34	25	20	4	3,55
	Rate (%)	18,00%	22,67%	16,67%	13,33%	2,67%	
T3	Frequency	29	33	28	17	3	3,62
	Rate (%)	19,33%	22,00%	18,67%	11,33%	2,00%	
T4	Frequency	18	32	30	9	21	3,15
	Rate (%)	12,00%	21,33%	20,00%	6,00%	14,00%	

Facilities, gear, dress code, manners, the location of the Trung Ngoc Complex, and working hours are examples of tangible methods. According to the survey findings, this is one of Trung Ngoc Complex's two most underrated features.

The tangible vehicle scale for customers has an average rating of 3.15. Customer satisfaction with Trung Ngoc Complex's tangible means is low, and the magnitude of tangible means is not favorably regarded by customers. In reality, the Trung Ngoc Complex's study room, 1-phase sport and exercise system, 3-phase sport and exercise system, signal cable, and power filter are all pretty remarkable for customers to come and conduct business, but parking is rather difficult, not convenient, and unsafe. Trung Ngoc Complex employees have greatly increased client satisfaction by dressing in lovely and courteous attire. In the evaluation criteria for tangible methods The criterion "The facilities of Trung Ngoc Complex are diverse" is about consumer satisfaction, having enough machines to serve testing for customers, The lowest score is only 2.7 points, indicating that customers are not happy with Trung Ngoc Complex's equipment system. With only 2.72 points, the second-lowest score, the criterion "Trung Ngoc Complex with Modern Equipment" Customers are not content with this criterion, as evidenced by the fact that Trung Ngoc Complex's current machines have been in use for a considerable amount of time and have gradually become obsolete. Additionally, Trung Ngoc Complex only has one receptionist, so when clients arrive in large numbers, they sometimes can't all be assisted in making a transaction at the same time. Basically, Trung Ngoc Complex's substantial magnitude has increased customer happiness.

At the moment, Trung Ngoc Complex just has a basic requirement for tidy manners and no dress code or common uniform for staff, and polite. when they meet customers Employees of Trung Ngoc Complex are free to choose costumes. Which creates a new. The equipment to support office work, means of transportation of goods, storage areas, testing rooms, and waiting rooms for customers are rated quite well by customers. Despite being in poor condition, some equipment, including trucks, computers, and printers, still serves its intended purpose. However, Trung Ngoc Complex frequently lacks customer service equipment, lack of testing equipment for customers. Trung Ngoc Complex typically receives 12 to 12 requests per month for interim replacement

equipment assistance and 3–5 requests for test versions of the customer system, however, the current capability can only satisfy 70% of customer needs. Generally, customers must wait 2-4 business days to get support. This is also Trung Ngoc Complex's main flaw in terms of tangible facilities.

### 3.1.3 The reality of reliability factor

**Table 3:** Statistical findings highlight a lack of reliability

Variables		Option is selected					Mean
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
R1	Frequency	24	34	32	14	6	3,51
	Rate (%)	16,00%	22,67%	21,33%	9,33%	4,00%	
R2	Frequency	45	32	28	5	0	4,06
	Rate (%)	30,00%	21,33%	18,67%	3,33%	0,00%	
R3	Frequency	25	34	26	12	13	3,42
	Rate (%)	16,67%	22,67%	17,33%	8,00%	8,67%	
R4	Frequency	42	37	25	2	4	4,01
	Rate (%)	28,00%	24,67%	16,67%	1,33%	2,67%	
R5	Frequency	24	30	36	11	9	3,45
	Rate (%)	3,75%	15%	53,75%	27,50%	0%	

Among the factors to evaluate the service quality of Trung Ngoc Complex at Trung Ngoc Complex Customer satisfaction in terms of dependability is quite low. The average score of the reliability assessment is only 3.69 points. This result indicates that customers are not genuinely satisfied. Table 3 demonstrates that the reliability evaluation criterion had the lowest performance. Given that "Trung Ngoc Complex performs the service for the first time" has an average score of 3.42, it can be concluded that Trung Ngoc Complex's initial service performance is not good. Criteria: "Trung Ngoc Complex always prioritizes maintaining its reputation". Only 3.45 points are awarded to users of Trung Ngoc Complex's services, Customers rate the preservation of the reputation of Trung Ngoc Complex as not good. This demonstrates that this particular client base is dissatisfied with the testing service at Trung Ngoc Complex for the first time. This is especially true given that Trung Ngoc Complex has recently received customer complaints regarding the registration process for product testing.

The Trung Ngoc Complex's ability to deliver its services appropriately, effectively, and accurately the first time is shown by its reliability factor. This element is crucial for enhancing customer satisfaction. At Trung Ngoc Complex, this is one of the two most valued factors and has a significant impact on the level of service. Customers now have faith in the brand of Trung Ngoc Complex and the brand name sports activities.

### 3.1.4 The current state of responsibility-responsiveness

**Table 4:** Statistical results describing the element of responsibility

Variables		Option is selected					Mean
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Re1	Frequency	14	26	30	14	26	2,89
	Rate (%)	9,33%	17,33%	20,00%	9,33%	17,33%	
Re2	Frequency	15	24	29	4	38	2,76
	Rate (%)	10,00%	16,00%	19,33%	2,67%	25,33%	
Re3	Frequency	29	35	29	5	12	3,58
	Rate (%)	19,33%	23,33%	19,33%	3,33%	8,00%	
Re4	Frequency	16	28	24	2	40	2,80
	Rate (%)	10,67%	18,67%	16,00%	1,33%	26,67%	

The average score for the sense of responsibility is 3.01. This is a relatively low score, indicating that customers are dissatisfied with the level of responsibility displayed by Trung Ngoc Complex staff. Observable element Re3: "Trung Ngoc Complex employees are always eager to assist clients", having the best average score of 3.58, demonstrating that customers consistently have faith in Trung Ngoc Complex's commitment to providing assistance and support. However, the remaining observable factors, on the other hand, suggest that working with clients is taking longer than expected. Some of the causes could be:

- Due to overload brought on by too many demands coming in at once, the sales team and consulting department is still slow to offer advice, either because they haven't been able to help clients as quickly as they could have or because the process of receiving and processing information is still laborious. Customers frequently have to contact the sales team, and then the new sales staff will transfer the information to the sports and fitness technical department, which slows down the capacity to promptly service and assist clients.
- The technical section of sporting activities now solely provides customer support via email, Working time during office hours, Working from 8:30 a.m. to 5:30 p.m., Monday through Friday (excluding holidays and New Year's Day).

At Trung Ngoc Complex, the proportion of unsatisfied customer orders is relatively high. This partially reflects Trung Ngoc Complex's limited customer service and service quality. The main reason for the canceled orders is that Trung Ngoc Complex was overwhelmed trying to fulfill the many orders in a short period of time.

### 3.1.5 The reality of guarantee factor

**Table 5:** Statistics results describing the assurance factor

Variables		Option is selected					Mean
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
A1	Frequency	22	34	31	14	9	3,42
	Rate (%)	14,67%	22,67%	20,67%	9,33%	6,00%	
A2	Frequency	49	42	17	2	0	4,25
	Rate (%)	32,67%	28,00%	11,33%	1,33%	0,00%	
A3	Frequency	15	22	28	8	37	2,73
	Rate (%)	10,00%	14,67%	18,67%	5,33%	24,67%	
A4	Frequency	15	25	27	6	37	2,77
	Rate (%)	10,00%	16,67%	18,00%	4,00%	24,67%	

The average score for customer assurance is 3.29 points. This result indicates that the client is not genuinely content. Table 5 displays the criteria for customer satisfaction with Trung Ngoc Complex services. "The staff at Trung Ngoc Complex always welcomes visitors and treats them politely and kindly" is the lowest with 2.73 points. The next need is "Employees are always updated with knowledge and skills by Trung Ngoc Complex to do their jobs well." has a rating of 2.77, indicating that customers are dissatisfied with the working attitude and customer contact of personnel at Trung Ngoc Complex. By finding out the actual reason, the real explanation is that there are special occasions on the last day of the month due to a heavy workload. There are some instances of miscommunication because technical employees and accounting staff manage many indoor sports events during the day. The standards that clients expect from indoor sports do not meet the standards required by customers. Currently, the sales staff of Trung Ngoc Complex lacks some specialized technical knowledge. For employees, particularly salespeople, there haven't been many training programs in terms of technical proficiency, work style, behavior culture, professional knowledge, and soft skills. Since 2020 until now, Trung Ngoc Complex has only held one session every quarter to update customers on new products and services in the category of sports activities. With a very short duration, this is not long enough for each member of the Trung Ngoc Complex to adequately serve the needs of clients.

Observable variable A1: *Customers can trust every employee in Trung Ngoc Complex, with an average score of 3.42*, Customers' confidence in the staff at Trung Ngoc Complex is evidenced by the fact that they consistently work to please customers. Observable variable A2: *Customers feel secure doing so that trade with Trung Ngoc Complex, which has a high GPA of 4.25*, This emphasizes even more how important it is for customers to trust and be satisfied while doing business with Trung Ngoc Complex.

### 3.1.6 Current status of sympathy component

Empathy demonstrates consideration for the needs of customers., Additionally, it demonstrates concern for the issues that clients face. The survey results show that this is a positive aspect that is well regarded and a strength of Trung Ngoc Complex. This demonstrates how the staff at Trung Ngoc Complex treats clients with warmth and friendliness and always attends to their requirements.

**Table 6:** Statistical results describing empathy factor

Variables		Option is selected					Mean
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
E1	Frequency	42	34	30	3	1	4,03
	Rate (%)	28,00%	22,67%	20,00%	2,00%	0,67%	
E2	Frequency	43	34	31	2	0	4,07
	Rate (%)	28,67%	22,67%	20,67%	1,33%	0,00%	
E3	Frequency	28	34	26	5	17	3,46
	Rate (%)	18,67%	22,67%	17,33%	3,33%	11,33%	
E4	Frequency	30	41	22	3	14	3,64
	Rate (%)	20,00%	27,33%	14,67%	2,00%	9,33%	
E5	Frequency	40	37	30	1	2	4,02
	Rate (%)	3,75%	15%	53,75%	27,50%	0%	

The average score of this customer group's empathy scale is 3.80, which is rated high, indicating that customers are content with and prefer the scale at Trung Ngoc Complex, which is rated by customers as satisfied and better than the scale's reliability and assurance.

However, some observed variables have low mean scores, like E3: "The Trung Ngoc Complex staff is aware of the needs of the customers." E4: "The Trung Ngoc Complex staff always puts the interests of customers first" demonstrates that, despite their effort in taking care of customers, the personnel still do not fully understand their wishes or needs. Currently, Trung Ngoc Complex does not have many customer service programs and events. Especially on special occasions for both old and new customers. Currently, Trung Ngoc Complex hosts 1-2 seminars on sports activities each year on average to introduce new methods and standards for sports activities. However, the number of visitors is still small and does not include all Trung Ngoc Complex clients.

## 4. Conclusion

The fact that customers are satisfied when participating in sports activities at Trung Ngoc Complex, Tra Vinh City, Vietnam is a result of their trust and sympathy. Their relative discontent with actual results is a result of accountability- responsiveness, and certainty.

### Conflict of Interest Statement

The authors declare no conflicts of interest.

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