

Price Transparency and Fair Policy: A New Key to Modern Consumer Trust

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Abstract Amid the rapid expansion of the digital economy, consumer trust can no longer be built on product quality alone; it also depends on how open and fair companies are in setting prices. This study aims to explore the role of price transparency and fair policy as determinants of modern consumer trust in Indonesia by examining the dimensions of price transparency relevant to digital consumers, the effect of fair policy on perceived fairness, and the relationship of both variables with consumer trust. The study uses a qualitative approach based on library research, thematically reviewing and analyzing a number of relevant scholarly journals and textbooks, mainly those published in the last five years. The analysis shows that price transparency in the digital realm comprises five main dimensions—information clarity, cost component openness, information accessibility, cross-channel price consistency, and communication of price changes—while fair policy consists of three dimensions of justice: distributive, procedural, and interactional. These two factors prove to be complementary and operate through consumers' perceived fairness as a bridge to trust. The study develops a conceptual framework which asserts that modern consumer trust in developing countries such as Indonesia is relational and process-based, not merely transactional. These findings enrich the consumer behavior literature by offering an integrative perspective relevant to the development of ethical and sustainable digital marketing strategies.

Keywords: price transparency; fair policy; consumer trust; price fairness; digital consumer behavior

1. Introduction

Digital transformation has fundamentally changed how consumers access information, compare prices, and make purchasing decisions. Whereas in the era of conventional marketing companies held full control over price information, digital consumers now have instant access to reviews, cross-platform price comparisons, and previous transaction histories. This condition makes transparency no longer an added value but a prerequisite of legitimacy for companies seeking to earn consumer trust (Gerpott & Berends, 2022; Hanna et al., 2019). In Indonesia, this phenomenon is increasingly evident as e-commerce grows rapidly, with consumers becoming ever more sensitive to price inconsistencies, hidden fees, and policies perceived as unilateral (Rachbini et al., 2023). Consumer trust is a strategic asset that determines the sustainability of long-term relationships between companies and customers. However, such trust is increasingly difficult to obtain instantly; it is formed through the accumulation of consumer experiences of information openness and fair treatment. Various studies show that perceived price unfairness—whether due to unclear information, unexpected additional charges, or policies that change without adequate explanation—can trigger negative consumer reactions far stronger than the positive effect of prices perceived as fair (Bolton et al., 2003; Xia et al., 2004). In other words, transparency and fairness are not merely differentiation strategies but reputational risk mitigation mechanisms for companies in the digital era.

Although price transparency and price fairness have been widely studied separately in the international marketing and consumer behavior literature (Malc et al., 2016; Zietsman et al., 2019; Mushagalusa et al., 2022), a clear research gap remains. First, most previous studies are quantitative and treat price transparency and policy fairness as two standalone

variables, rather than as one mutually complementary construct in shaping trust. Second, studies that specifically integrate both concepts in the context of digital consumers in developing countries, including Indonesia, remain very limited—even though the heterogeneous character of Indonesia's digital market and the still-developing digital literacy of consumers call for a distinct contextual understanding. Third, few qualitative studies have systematically synthesized a conceptual framework of the two concepts as a foundation for further empirical research.

This phenomenon becomes even more complex when considering the highly heterogeneous nature of the Indonesian market, in terms of geography, digital literacy, and consumer purchasing power. Dynamic pricing, commonly applied by e-commerce and online transportation platforms, for example, often causes confusion and even suspicion among consumers when the price of the same product or service differs across time or across users without adequate explanation. From a business perspective, however, such price variation may rest on legitimate operational considerations, such as fluctuations in logistics costs or market demand. This gap in understanding between the company's business logic and the fairness logic held by consumers is what makes the study of transparency and policy fairness increasingly relevant and urgent to examine in depth, particularly through an approach capable of capturing the complexity of its meaning rather than merely measuring statistical correlations between variables.

Based on this gap, the study aims to: (1) examine the dimensions of price transparency relevant to digital consumers; (2) analyze the effect of fair policy on consumers' perceived fairness; (3) explain the relationship between price transparency and fair policy with modern consumer trust; and (4) develop a conceptual framework that enriches the consumer behavior literature in developing countries, particularly Indonesia.

2. Literature Review

2.1 Theoretical Foundations

This study rests on three main theoretical foundations. First, equity theory proposed by Adams (1965) explains that individuals constantly compare the ratio between the contributions (inputs) they make and the outcomes they receive with the ratio obtained by others in an exchange. In the consumer context, an imbalance between the price paid and the value received triggers a perception of unfairness that reduces trust. Second, procedural justice theory by Thibaut and Walker (1975) emphasizes that fairness is judged not only by the final outcome but also by the fairness of the process leading to it—for example, the consistency and transparency of pricing rules. Third, the multidimensional framework of price fairness developed by Xia, Monroe, and Cox (2004) and reinforced by Bolton, Warlop, and Alba (2003) shows that consumers' assessment of price fairness is contextual, influenced by social comparison, transaction history, and the information available to consumers at the time of decision-making.

These three theoretical foundations complement one another in explaining why price information transparency and corporate policy fairness are two sides of the same coin: transparency provides the information base consumers need to judge fairness, while policy fairness determines how that information is translated into consumers' real experience.

As a complement to these three theories of justice, this study also draws on an integrative trust model which explains that trust is formed through consumers' assessment of three attributes of the trusted party: ability, benevolence, and integrity. In the context of the consumer–company relationship, price transparency can be seen as a signal of integrity—

consistency between what is communicated and what is actually applied—while fair policy reflects the company's benevolence in treating its consumers equally. When these two signals are consistent and verifiable by consumers over time, the accumulation of such experiences forms stable trust, not merely momentary satisfaction that easily fades after a single transaction error. This perspective is important to emphasize that modern consumer trust cannot be reduced to a single static variable, but is the result of a continuous evaluative process that is renewed with every consumer interaction with the company, whether directly or through third-party information such as online reviews and social media.

The integration of justice theory and trust theory is also relevant to explaining why the impact of price unfairness tends to be asymmetric: research in consumer psychology consistently shows that losses from treatment perceived as unfair are felt far more intensely than the equivalent gains from fair treatment (Bolton et al., 2003). The implication is that, for companies operating in highly competitive digital markets such as Indonesia, failing to maintain transparency and fairness even once can cause reputational damage disproportionate to the mistake itself, especially given the speed at which negative information spreads on social media and online review platforms.

2.2 Previous Studies: Comparison and Position of This Study

To map the contribution of this study clearly, Table 1 compares a number of relevant previous studies by context, research focus, methodological approach, main findings, and their position relative to this study.

Researcher (Year)	Context	Research Focus	Approach	Main Findings	Position Relative to This Study
Rachbini et al. (2023)	E-commerce, online supermarkets, Indonesia	Effect of price transparency, secure transactions, and delivery performance on e-commerce performance	Quantitative, survey	Price transparency increases digital customer satisfaction and retention	Affirms the relevance of price transparency in Indonesia, but does not yet address the dimension of policy fairness conceptually
Mushagalusa et al. (2022)	Microfinance institutions, DR Congo	Measurement of price fairness and its impact on trust and switching intentions	Quantitative, SEM	Price fairness is multidimensional and significantly affects trust and satisfaction	Strengthens the multidimensional argument of price fairness, but in the context of microfinance services rather than general digital consumers
Zietsman, Mostert, & Svensson (2019)	Micro-enterprise business banking	Price fairness, service quality, and perceived value	Quantitative	Price fairness affects perceived value through the mediation of perceived price and service quality	Shows the importance of perceptual mediation, but does not highlight the digital transparency dimension
Gerpott & Berends (2022)	Cross-sector online markets	Literature review on online competitive pricing	Systematic literature review	Online price transparency is one of the main drivers of consumer trust and loyalty	Serves as the conceptual basis for the digital price transparency dimensions used in this study
Guo, Zhang, & Xia (2023)	Online shopping websites	Website design, satisfaction, loyalty, and the mediating role of trust	Quantitative, SEM	Trust mediates the relationship between online shopping experience and loyalty	Supports the position of trust as the main outcome variable, consistent with this study's framework

Researcher (Year)	Context	Research Focus	Approach	Main Findings	Position Relative to This Study
Hanna, Lemon, & Smith (2019)	Online retail, cross-industry	Online price transparency and price variability	Conceptual & experimental	Price transparency can be either beneficial or harmful depending on how it is managed	An important reference for understanding transparency as a double-edged concept, which has not been widely discussed in Indonesian studies

Table 1. Comparison of Previous Studies on Price Transparency, Fairness, and Consumer Trust

The comparison in Table 1 reveals a consistent pattern: previous studies convincingly demonstrate that price transparency and price fairness each contribute to consumer trust and loyalty. However, most of these studies—whether conducted in the microfinance sector (Mushagalusa et al., 2022; Zietsman et al., 2019) or in e-commerce (Rachbini et al., 2023; Guo et al., 2023)—tend to treat transparency and fairness as separate variables tested in a quantitative-correlational manner, without explaining conceptually how the two interact to form one coherent trust mechanism. The study by Hanna et al. (2019) adds an important nuance by showing that price transparency is not always linearly positive in its effects—excessive transparency not accompanied by fair policy can give rise to negative perceptions, for example when consumers become aware of price discrimination across segments. This is the conceptual gap this study seeks to bridge, namely positioning price transparency and fair policy as two antecedents operating simultaneously through the linking variable of consumers' perceived fairness.

2.3 Research Gap

The synthesis of the literature review above underscores three gaps that form the basis of this study: (1) the lack of a conceptual framework that integrates price transparency and policy fairness as one mutually influencing system, rather than two independent variables; (2) the limited number of qualitative studies examining these dimensions in depth in the context of digital consumers in developing countries; and (3) the scant exploration of consumers' perceived fairness as a bridging mechanism between transparency, policy fairness, and modern consumer trust in Indonesia.

3. Research Methodology

This study uses a qualitative approach with a library research design (a literature-based conceptual study). This approach was chosen because the research objective is exploratory-conceptual, namely to synthesize existing knowledge to build new understanding and a conceptual framework, rather than to statistically test causal relationships between variables.

The research data sources consist of secondary scholarly literature, including nationally and internationally indexed journal articles and textbooks in the fields of marketing and consumer behavior. The literature search focused on publications from 2019–2024, with emphasis on articles from the last five years (2021–2026), to ensure contextual relevance to current developments in the digital economy. Search keywords included combinations of the terms price transparency, price fairness, fair pricing policy, procedural justice, and consumer trust, in both English and Indonesian.

Data were collected through documentary study, that is, the searching, selecting, and organizing of literature sources based on thematic relevance, source quality (indexed journals/academic books), and recency of publication. A total of 13 core literature sources were selected as the main analytical corpus after a screening process based on thematic

relevance to the three research constructs: price transparency, policy fairness, and consumer trust.

Data were analyzed using thematic content analysis in the following stages: (1) deep reading of each source to identify key concepts and findings; (2) open coding to group statements referring to the dimensions of price transparency and policy fairness; (3) thematic categorization (axial coding) to compile the dimensions that recur across sources; and (4) conceptual synthesis (selective coding) to formulate a framework connecting all themes into one coherent conceptual model. This process allows the researcher not only to summarize but also to compare and confront findings across sources in order to generate insights that are generative rather than merely descriptive.

To maintain the credibility of the analysis, the researcher applied several source triangulation strategies, namely comparing findings from literature in developed-country contexts (for example, the United States and European countries) with literature from developing-country contexts (Indonesia and other developing countries such as the Democratic Republic of the Congo), to ensure that the formulated dimensions are not biased toward any single economic context. In addition, a conceptual member check was carried out on the consistency of interpretation across similar sources, for example between price fairness studies in the microfinance sector and the e-commerce sector, to ensure that the resulting thematic categories truly reflect recurring patterns rather than the researcher's single interpretation of one source. This approach is in line with the principle of trustworthiness in document-based qualitative research, which emphasizes credibility, transferability, and consistency of interpretation in place of the validity-reliability criteria of quantitative research.

This study acknowledges several methodological limitations inherent in the library research design. First, because it does not involve the collection of primary data from consumers, the resulting conceptual framework is propositional and requires further empirical testing to confirm its external validity across a broader population of Indonesian digital consumers. Second, the selection of 13 core literature sources, although systematic, still involves some researcher subjectivity in determining the relevance and depth of each source. Third, the rapidly evolving digital economy may give rise to new phenomena—for example, artificial-intelligence-based pricing (algorithmic pricing)—that are not yet fully covered by the literature available when this study was conducted.

4. Results and Discussion

4.1 Price Transparency Dimensions Relevant to Digital Consumers

Thematic analysis of the 13 core literature sources identified five dimensions of price transparency that consistently appear and are relevant to the digital consumer context, as presented in Figure 1.

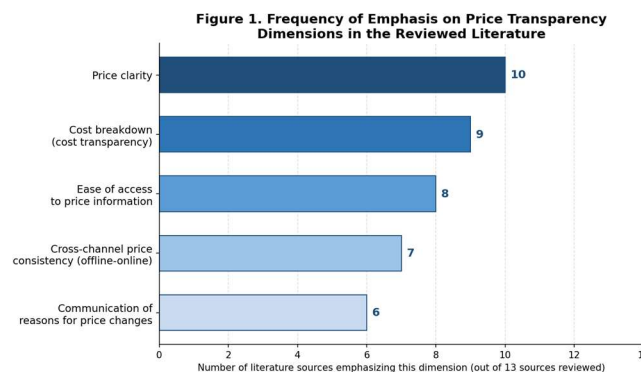


Figure 1. Frequency of Emphasis on Price Transparency Dimensions in the Reviewed Literature

As shown in Figure 1, the price information clarity dimension (price clarity) appears most dominantly, found in 10 of the 13 sources reviewed. This finding is consistent with Gerpott and Berends' (2022) argument that clarity in price presentation on online platforms is a basic prerequisite before consumers consider other factors such as quality or after-sales service. The second dimension, cost component openness (cost breakdown), appears in 9 sources and is relevant to Rachbini et al.'s (2023) finding that Indonesian e-commerce consumers are highly sensitive to hidden fees, such as shipping costs or service charges that only appear at the final stage of a transaction.

The third and fourth dimensions—ease of access to price information and cross-channel price consistency (offline-online)—reflect the unique shopping behavior of Indonesian consumers, who often compare prices across platforms before deciding to buy (omnichannel price comparison). Price inconsistency across distribution channels proves to be one of the main triggers of declining trust, in line with the observation that consumers interpret unexplained price differences as manipulation rather than legitimate business strategy (Hanna et al., 2019). As for the fifth dimension, communication of the reasons for price changes, although it has the lowest frequency (6 of 13 sources), it is in fact the dimension that most determines the quality of long-term relationships, because it concerns the extent to which a company is willing to explain—not merely announce—price changes to its consumers.

An important insight from this pattern is that price transparency for digital consumers should not be narrowly understood as simply “displaying the price figure clearly.” Effective transparency is multilayered: it includes openness of the cost structure, cross-channel consistency, and—most often overlooked by businesses—willingness to explain the process behind setting or changing prices. The absence of any one of these layers can reduce the benefits of transparency itself and may even give rise to new suspicion, as warned by Hanna et al. (2019).

4.2 The Effect of Fair Policy on Consumers' Perceived Fairness

Unlike price transparency, which concerns the availability and clarity of information, fair policy concerns how a company's decisions and actions are ethically perceived by consumers. Drawing on the organizational justice framework adapted to the consumer domain (Adams, 1965; Thibaut & Walker, 1975; Xia et al., 2004), this study identifies three relevant dimensions of fair policy, summarized in Table 2 and visualized in proportion in Figure 2.

Justice Dimension	Conceptual Definition	Examples of Manifestation in the Indonesian Digital Consumer Context
Distributive Justice	Perceived fairness of the outcomes (prices, compensation, incentives) received by consumers relative to the costs or effort they incur	Equal product prices for new and existing customers; discounts proportional to transaction value
Procedural Justice	Perceived fairness of the processes and rules a company uses in setting prices or policies	Clear promo terms and conditions; consistent application of refund policies for all users
Interactional Justice	Perceived fairness of the way a company communicates, provides explanations, and responds to consumer complaints	Informative customer service responses when prices rise; honest apologies and explanations for system errors

Table 2. Dimensions of Fair Policy and Their Manifestations in the Digital Consumer Context

Figure 2. Proportion of Emphasis on the Three Justice Dimensions in Company Policy in the Reviewed Literature

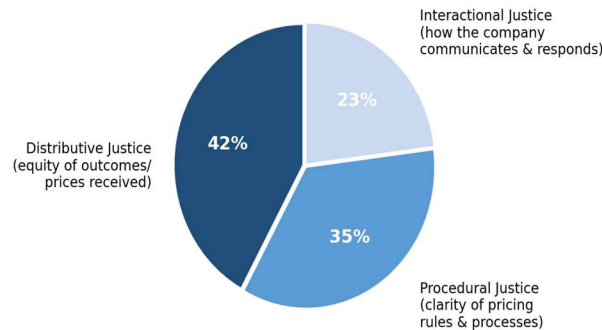


Figure 2. Proportion of Emphasis on the Three Justice Dimensions in the Reviewed Literature

Figure 2 shows that distributive justice is the most widely discussed dimension (42%), followed by procedural justice (35%) and interactional justice (23%). The dominance of distributive justice is understandable because the conventional marketing literature tends to focus on the final outcomes consumers receive (Bolton et al., 2003)—for example, price equality among customers. However, findings from price fairness studies in the microfinance services sector (Mushagalusa et al., 2022) emphasize that procedural justice plays an equally important role, especially in building long-term trust, because modern consumers are increasingly critical of how a policy is formulated, not merely of its final outcome.

The interactional justice dimension, although the smallest in proportion in the reviewed literature, shows an interesting pattern: it is most often mentioned in studies focusing on complaint handling and service recovery after transaction failures. This indicates that interactional justice tends to act as a “savior” of consumers' perceived fairness when the other two dimensions—distributive and procedural—have failed to meet expectations. In other words, the way a company apologizes and explains its mistakes can restore trust that has eroded, an insight relevant to Indonesian digital businesses that often face consumer complaints about order cancellations, delivery delays, or pricing system errors.

4.3 The Relationship between Price Transparency, Fair Policy, and Consumer Trust

The synthesis of all findings in the preceding subsections leads this study to one main conceptual proposition: price transparency and fair policy do not work independently in forming consumer trust, but through a linking mechanism in the form of consumers' perceived fairness. The conceptual framework proposed in this study is illustrated in Figure 3.

Figure 3. Conceptual Framework of the Relationship between Price Transparency, Fair Policy, and Modern Consumer Trust

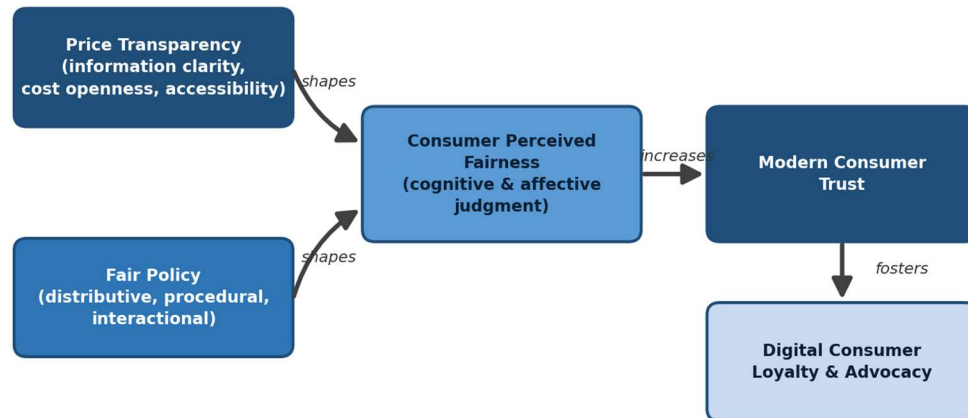


Figure 3. Conceptual Framework of the Relationship between Price Transparency, Fair Policy, and Modern Consumer Trust

The framework in Figure 3 shows that price transparency provides the cognitive basis for consumers to judge the fairness of a price (whether the information is clear, complete, and consistent), while fair policy provides the affective-ethical basis for how consumers are treated in that process. These two bases meet and form consumers' overall perceived fairness, which in turn becomes the main predictor of modern consumer trust. This proposition is in line with—and at the same time extends—Xia et al.'s (2004) argument that the assessment of price fairness is multidimensional and cannot be reduced to the cognitive (informational) aspect alone.

This finding also explains why transparency strategies not accompanied by policy fairness often fail to build trust, as found by Hanna et al. (2019): when consumers learn transparently that they are treated differently from other consumers (for example through personalized pricing or exclusive discounts whose criteria are not explained), transparency actually accelerates the emergence of perceived unfairness rather than reducing it. Conversely, fair policy without adequate transparency also risks not being perceived as fair by consumers, because they lack sufficient information to judge that fairness. Thus, transparency and policy fairness function as two complementary preconditions, not substitutes for one another.

In the Indonesian digital consumer context, the trust formed through this mechanism also proves to have downstream effects on consumer loyalty and advocacy (Guo et al., 2023; Rachbini et al., 2023), as shown in the final segment of the conceptual framework. Consumers who perceive a company as transparent and fair tend not only to remain customers but also to become voluntary promoters (word-of-mouth) in a digital landscape heavily influenced by user reviews and recommendations.

4.4 Key Insights and Research Contributions

This study makes at least three main contributions. First, theoretically, it extends the understanding of price fairness from a single concept into an integrative framework that explicitly separates the role of transparency (the informational dimension) from policy fairness (the ethical-procedural dimension), while showing how the two converge at one point: consumers' perceived fairness. Second, contextually, it fills a gap in the consumer behavior literature in developing countries by positioning the unique characteristics of

Indonesian digital consumers—who are sensitive to hidden costs and cross-channel price inconsistency—as a conceptual empirical basis. Third, practically, the resulting framework offers initial guidance for digital businesses not to treat transparency merely as a marketing communication tactic, but as part of the governance of pricing policy that must be accompanied by procedural consistency and interactional responsiveness, especially at critical moments such as price changes or service failures.

Furthermore, this conceptual framework opens space for a new discussion on the optimal transparency threshold. The synthesized findings in subsections 4.1 and 4.3 indicate that transparency is not a variable governed by an absolute “the more, the better” logic. As Hanna et al. (2019) show, transparency that reveals differences in price treatment across consumer segments without adequate policy explanation can backfire. The implication is that future research needs to explore further how companies can determine the right “dosage” of transparency—open enough to build credibility, yet accompanied by a policy narrative that explains the reasons behind every price variation that may arise, for example due to differences in logistics costs across regions in Indonesia, which is geographically vast and diverse.

Another equally important contribution is the affirmation that interactional justice, although the least frequently discussed in the reviewed literature, plays a strategic role as a trust recovery mechanism when transparency and distributive-procedural justice fail momentarily. The managerial implication is that investment in responsive and empathetic customer service capacity—not only in sophisticated pricing systems—should become a strategic priority for digital businesses in Indonesia, given that digital transaction failures (such as system errors, unilateral cancellations, or delivery delays) are almost impossible to avoid entirely in large-scale business operations.

4.5 Case Study: Airline Fee Transparency Policy in the United States

The United States airline industry is a concrete example of the importance of price transparency in protecting consumers and creating a more informative transaction process. The issue of concern is the practice of drip pricing, a price presentation strategy in which consumers first see the base price of a product or service, while a number of additional fees are only displayed at later stages of the purchase process. In the airline industry, such fees may include checked baggage fees, carry-on baggage fees, seat selection, and flight change or cancellation fees. This condition can cause the price consumers first see to not fully reflect the cost they must incur to obtain the service. Rupp (2026) explains that drip pricing makes price comparison across airlines more difficult.

This issue was then examined empirically by Rupp (2026) through a field experiment conducted in the fall of 2023. The study involved searching for flight prices through airline websites and online travel agencies (OTAs). It was conducted to determine consumers' search burden and the accuracy with which consumers estimate the total cost of a trip under the price presentation practices in effect at the time. The results show that consumers can search in less time and estimate trip prices more accurately when using OTA sites than airline websites. This finding provides empirical evidence that the way additional fees are displayed can affect how consumers search for and compare prices.

Rupp (2026) specifically states:

“Current industry practice is to display fares and fees via drip pricing which makes price comparisons across airlines difficult.”

This statement shows that the problem of price transparency concerns not only whether cost information exists, but also the timing, manner, and ease with which consumers obtain that information. If additional fees are only discovered after consumers pass

through several booking stages, consumers face a more complex search process. In the context of market competition, this condition can make it difficult for consumers to compare the actual prices of several airlines.

4.6 Airline Fee Transparency Policy in the United States

This issue received a policy response from the U.S. Department of Transportation (DOT). On April 24, 2024, the DOT issued a Final Rule – Enhancing Transparency of Airline Ancillary Service Fees. The rule is designed to increase openness of information about additional fees related to air travel. Airlines and ticket agents are required to provide consumers with information on certain baggage fees as well as flight change and cancellation fees before ticket purchase.

The DOT explained that the policy is intended to let consumers know the true cost of air transportation before making a purchase. With information available from the outset, consumers are expected to compare flight options based on more complete costs, not only on the base fare displayed at the early stage.

At the time the policy was announced, the U.S. government estimated that the fee transparency rule could save consumers more than US\$500 million per year by reducing unexpected additional charges. Reuters also reported that the rule requires airlines and ticket agents to display baggage, change, and cancellation fee information more clearly during the booking process.

Thus, the policy illustrates how the government sought to address the information gap between companies and consumers. Consumers fundamentally need sufficient information to know the total cost before making a purchase decision. Transparency here becomes part of a consumer protection mechanism because consumers can understand the financial consequences of their choices more clearly.

4.7 Lessons from the Case Study

Based on this case, price transparency can be understood as an effort to reduce the information gap between companies and consumers. The experience of the United States airline industry shows that when base prices and additional fees are not easily comparable, consumers can face a greater information search burden. Conversely, presenting fee information clearly from the outset can help consumers estimate total spending and compare alternatives more effectively. Rupp's (2026) findings provide empirical support for this relationship through a field experiment on flight price searches.

This case study is relevant to the discussion of “Price Transparency and Fair Policy: A New Key to Modern Consumer Trust” because it shows that fairness in a transaction is determined not only by the nominal price but also by the quality of the information consumers receive. Consumers who obtain complete price information have a better basis for evaluating options before making a purchase. Therefore, price transparency can be an important part of building a more informative market mechanism and giving consumers room to make decisions based on more complete information.

5. Conclusion

This study concludes that price transparency and fair policy are two complementary factors in shaping modern consumer trust, particularly in the context of digital consumer behavior in Indonesia. Price transparency relevant to digital consumers consists of five dimensions—information clarity, cost component openness, accessibility, cross-channel consistency, and communication of price changes—while fair policy consists of three dimensions of justice: distributive, procedural, and interactional. These two groups of factors do not work separately but meet through the mechanism of consumers' perceived

fairness, which serves as the main bridge to trust and in turn drives consumer loyalty and advocacy in the digital realm.

These findings affirm that modern consumer trust is relational and process-based, not merely the result of a single favorable transaction. For the development of the consumer behavior literature in developing countries, the conceptual framework produced by this study can serve as a foundation for further empirical research—whether through quantitative approaches to test the strength of relationships between variables, or in-depth qualitative studies such as consumer interviews to explore their real experiences of price transparency and fairness across digital sectors, such as e-commerce, digital financial services (fintech), and online transportation. The limitations of this study, which stem entirely from a literature review, leave room for future research to validate this framework empirically in the field.

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