

3rd International Conference on Education, Environment, Arts and Social Science (EEAS 2026)

Article

The Rise of Narrative Consumption: How Feminist Brands Build Market Legitimacy Through Storyworld Construction

Xiner Wang^{1,*}

¹ School of Literature and Directing, Qingdao Film Academy, Qingdao, China

* Correspondence: Xiner Wang, School of Literature and Directing, Qingdao Film Academy, Qingdao, China

Abstract: Narrative consumption has evolved into a dominant consumption pattern in the contemporary market, where feminist brands are increasingly adopting storyworld construction as a key approach to shape unique brand identities and pursue market legitimacy. This study focuses on exploring how feminist brands build integrated and extensible storyworlds across product design, advertising communication and social media interaction to gain consumer trust and recognition, while systematically examining the narrative strategies they adopt in the construction process and the authenticity dilemmas encountered in the course of marketization. A mixed-methods approach combining qualitative case analysis and quantitative empirical testing is applied to analyze the storyworld building practices of typical feminist brands. The research results show that thematic coherence, multi-channel integration and emotional authenticity in storyworld construction can effectively boost the market legitimacy of feminist brands. However, these brands often face the inherent contradictions between commercialization and feminist value expression, as well as the practical problem of cross-platform narrative disconnection, which directly damage the authenticity of brand storyworlds and further reduce consumer trust and recognition. This study enriches the theoretical research on narrative consumption and feminist brand marketing, provides practical operational insights for feminist brands to balance value expression and commercial operation in storyworld construction, and offers a new research perspective for understanding the interactive relationship between brand narrative and market legitimacy in the context of gender equality.

Keywords: narrative consumption; feminist brands; storyworld construction; market legitimacy; brand narrative

Received: 29 March 2026

Revised: 18 May 2026

Accepted: 28 May 2026

Published: 04 June 2026



Copyright: © 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

Narrative consumption has become a defining feature of contemporary consumer culture, with activist brand building increasingly anchored in narrative frameworks that forge emotional and value-based connections with audiences [1, 2]. As feminist consciousness gains global traction, feminist brands have emerged as a prominent market segment, and their brand storytelling centered on gender equality has become a key focus of both industry practice and academic inquiry. Market legitimacy, the recognition of a brand's value proposition and operational actions by consumers and broader social contexts, is essential for the sustainable development of feminist brands, and the exploration of its construction paths has become a critical research and practical issue for such brands in competitive markets.

Narrative management across multi-channel touchpoints is a core capability for narrative media brands, and this logic extends to feminist brands that seek to build cohesive brand identities through storyworld construction. Storyworld construction

involves crafting a complete and immersive narrative system across product design, advertising communication, and social media interaction, and such construction often faces inherent tensions between brand narrative expression and market consumption demands. For feminist brands, storyworld construction serves as both a carrier for conveying feminist values and a pivotal path to connecting with target consumers and acquiring market legitimacy, with transmedia narrative strategies playing an important role in expanding the reach and influence of feminist brand narratives in diverse cultural contexts.

Existing research on feminist brand narrative lacks targeted exploration of how systematic storyworld construction shapes market legitimacy, and there is a shortage of research on the specific strategies and authenticity dilemmas of feminist brands in building storyworlds for legitimacy acquisition. In practice, feminist brands show divergent results in storyworld construction, with some achieving high market recognition through coherent value expression and multi-channel narrative consistency, while others struggle with superficial feminist narrative and cross-platform disconnection, failing to establish stable market legitimacy [1, 3].

This study aims to explore how feminist brands build market legitimacy through storyworld construction in the context of narrative consumption, clarifying the effective construction strategies and core authenticity dilemmas in this process. It adopts a mixed-methods approach combining qualitative case analysis and quantitative empirical research to answer the core research questions of what storyworld construction strategies can effectively boost market legitimacy for feminist brands, and how authenticity dilemmas in construction affect the acquisition of such legitimacy [3].

This study holds theoretical and practical significance [4]. Theoretically, it links narrative brand building with feminist brand market legitimacy, enriching the research on narrative conceptual frameworks in the context of feminist brand practice. Practically, it sorts out the key dimensions of effective storyworld construction for feminist brands, providing operable guidance for balancing feminist value expression and commercial operation. Subsequent chapters will review relevant literature, construct a theoretical framework and research methodology, present empirical findings, and finally draw conclusions and propose future research directions.

2. Literature Review

Narrative consumption has become the core context of contemporary feminist brand marketing, and digital narrative has emerged as a key carrier for feminist brands to convey gender equality values and construct storyworlds. Personal storytelling across diverse media platforms forms the foundation of brand identity construction, and the semiotic logic of such storytelling provides a theoretical basis for feminist brands to shape consistent narrative expressions in storyworld building. Transmedia storytelling campaigns are able to arouse strong emotional identification among audiences, and this emotional connection is a critical factor for feminist brands to enhance the immersive experience of their storyworlds and gain consumer recognition [5, 6].

Transmedia storytelling is an essential approach for feminist brand storyworld construction, yet the creation of fictional filter bubbles in this process may lead to the disconnection of brand narratives from real social contexts, which affects the authenticity of feminist brand storyworlds. Popular feminism in cultural and media works often shows the tendency of value simplification in commercial adaptation, and this phenomenon is also reflected in the narrative practice of feminist brands, with partial brands diluting the critical nature of feminist values for market adaptation. Legitimacy in consumption and production is shaped by diverse content creation forms, and this logic indicates that feminist brands need to align storyworld construction with consumer cognitive expectations to acquire market legitimacy [7].

Authorship expression across multiple media channels requires consistent core connotations, and this principle puts forward clear requirements for feminist brands to maintain narrative coherence in cross-platform storyworld construction [8]. Media and

advertising exert a profound influence on consumer cognitive and behavioral tendencies, and this influence mechanism determines the way feminist brands design narrative content in storyworlds to guide consumer recognition. Brand activism combined with media participatory politics can effectively enhance brand social influence, and feminist brands can leverage this combination to strengthen the value expression of their storyworlds and improve social recognition. The convergence of literary and ludic forms enriches the expression of digital narratives, and this convergence provides diverse creative approaches for feminist brands to build multi-dimensional and extensible storyworlds.

Existing research has explored multiple dimensions of feminist storytelling, transmedia narrative and brand activism, which lays a theoretical foundation for the study of feminist brand storyworld construction. However, the integration of these research perspectives in the context of narrative consumption is insufficient, and there is a lack of targeted research on how feminist brands build market legitimacy through systematic storyworld construction. In addition, the authenticity dilemmas faced by feminist brands in the process of storyworld construction and their specific impact on market legitimacy have not been fully discussed. This study addresses these research gaps by exploring the internal mechanism between feminist brand storyworld construction and market legitimacy acquisition, and clarifies the effective construction strategies for feminist brands to build storyworlds in the narrative consumption era [9].

3. Theoretical Framework and Methodology

This chapter elaborates on the theoretical framework for feminist brands to build market legitimacy through storyworld construction and designs the specific research methodology adopted in this study. A mixed-methods approach combining qualitative and quantitative analysis is used to explore the construction strategies and authenticity dilemmas of feminist brand storyworlds, with a clear research flowchart presenting the entire research process [10].

3.1. Theoretical Framework

The theoretical framework of this study is built on the interaction of narrative consumption, storyworld construction, and market legitimacy, with feminist brand value expression as the core starting point. In the context of narrative consumption, consumer recognition of brands is based on emotional and value resonance rather than solely on product attributes. This makes storyworld construction the central medium for feminist brands to convey gender equality values and connect with target consumers.

The effective construction of feminist brand storyworlds is defined by three core dimensions: thematic coherence, multi-channel integration, and emotional authenticity. Thematic coherence requires the brand's storyworld to maintain feminist core values as a consistent narrative thread across all touchpoints. Multi-channel integration demands the unified presentation of narrative content and value connotation in product design, advertising communication, and social media interaction. Emotional authenticity refers to the alignment between the brand's narrative expression and genuine feminist practices, avoiding superficial value transmission. These three dimensions collectively influence the consumer's recognition of the brand's storyworld and further determine the acquisition of market legitimacy [11].

Market legitimacy of feminist brands is divided into cognitive legitimacy and normative legitimacy. Cognitive legitimacy reflects the degree of consumer understanding and identification with the brand's feminist value proposition, while normative legitimacy pertains to the recognition of the brand's operational behavior as consistent with feminist social norms. The quality of storyworld construction directly impacts these two dimensions of market legitimacy. Any authenticity dilemmas within the storyworld can lead to a decline in consumer recognition, thereby undermining the brand's market legitimacy [12]. This framework clarifies the internal logical relationship

between storyworld construction and market legitimacy, providing the theoretical basis for subsequent empirical research.

3.2. Methodology

This study employs a mixed-methods approach, integrating qualitative case analysis and quantitative statistical analysis, and selects representative feminist brands with established storyworld construction practices as research subjects. The research is structured into four core stages, with case studies serving as the primary focus and quantitative analysis as a supplementary method, to thoroughly examine the strategies for storyworld construction and their influence on the market legitimacy of feminist brands, while identifying the challenges related to authenticity in the construction process.

3.2.1. Case Selection and Data Collection

Typical feminist brands are selected based on two criteria: the brand adopts feminist value expression as its core brand positioning and demonstrates a comprehensive storyworld construction practice across multiple channels. Multiple data sources are utilized for data collection, including official product information, advertising copy, social media content, consumer evaluations, and media reports related to the brand. The collected data is meticulously sorted and screened to ensure its relevance and completeness for the research objectives.

3.2.2. Qualitative Case Analysis

The qualitative analysis of the selected feminist brands is conducted based on three core dimensions of storyworld construction: thematic coherence, multi-channel integration, and emotional authenticity [13]. The content analysis method is employed to code and analyze the collected brand narrative data, identify the storyworld construction strategies utilized by each brand, and summarize the characteristics of effective storyworld construction for establishing market legitimacy. Additionally, the authenticity dilemmas encountered during the brand's storyworld construction process are identified and categorized.

3.2.3. Quantitative Supplementary Analysis

A targeted questionnaire survey was conducted among consumers of selected feminist brands to gather their perceptions of the brand's storyworld construction and their recognition of the brand's market legitimacy. The collected questionnaire data were statistically analyzed to examine the correlation between the three dimensions of storyworld construction and the two dimensions of market legitimacy. Additionally, the analysis quantified the impact of authenticity dilemmas on consumer recognition, providing empirical support for the qualitative case analysis results.

3.2.4. Result Validation and Summary

The qualitative analysis results and quantitative statistical results are cross-validated to establish a consistent research conclusion on the storyworld construction strategies of feminist brands for building market legitimacy [14]. The authenticity dilemmas identified in the research are summarized, and the specific impact of different types of dilemmas on market legitimacy is clarified to ensure the objectivity and reliability of the research findings.

3.3. Research Flowchart

The following presents the research flowchart of this study [15] (As shown in Figure 1).



Figure 1. Research Flowchart for Feminist Brand Storyworld Construction and Market Legitimacy

4. Findings and Discussion

This chapter presents the research findings from the mixed-methods analysis of feminist brand storyworld construction and market legitimacy acquisition, with four case studies examining brand performance across core storyworld construction dimensions and legitimacy outcomes. Quantitative and qualitative data are synthesized in four tables, which clarify the alignment between storyworld construction quality and market legitimacy levels, and identify key authenticity dilemmas in practice [16]. The discussion further interprets these findings, exploring the causal links between storyworld construction characteristics and feminist brand market legitimacy.

4.1. Case Study 1: Thematic Coherence and Market Legitimacy

The first case study examines thematic coherence as a fundamental dimension in constructing the storyworld, assessing its influence on cognitive and normative legitimacy for feminist brands. The evaluation focuses on the consistency of feminist value expression across all brand touchpoints, including product positioning and external communication (As shown in Table 1).

Table 1. Brand Performance in Thematic Coherence and Corresponding Market Legitimacy

Brand	Thematic Coherence Level	Cognitive Legitimacy	Normative Legitimacy	Key Issue
A	High	High	High	No obvious value inconsistency
B	Medium	Medium	Medium	Feminist themes weakened in product marketing Contradictory value expression across touchpoints
C	Low	Low	Low	

4.2. Case Study 2: Multi-Channel Integration and Market Legitimacy

This case study examines the impact of multi-channel integration on market legitimacy, focusing on the alignment of narrative presentation across product design, advertising, and social media. The evaluation emphasizes the consistency of storyworld content and value connotation throughout brand communication channels [1] (As shown in Table 2).

Table 2. Brand Performance in Multi-Channel Integration and Corresponding Market Legitimacy

Brand	Multi-Channel Integration Level	Cognitive Legitimacy	Normative Legitimacy	Key Issue
A	High	High	High	Unified storyworld across all communication channels

B	Medium	Medium	Low	Social media content deviates from brand core narrative
C	Low	Low	Low	Disjointed storyworld across product and advertising

4.3. Case Study 3: Emotional Authenticity and Market Legitimacy

The third case study focuses on emotional authenticity, analyzing the influence of a cohesive brand narrative and genuine feminist practices on market legitimacy. The evaluation considers whether brands effectively implement feminist values through tangible actions, rather than relying solely on superficial symbolic gestures (As shown in Table 3).

Table 3. Brand Performance in Emotional Authenticity and Corresponding Market Legitimacy

Brand	Emotional Authenticity Level	Cognitive Legitimacy	Normative Legitimacy	Key Issue
A	High	High	High	Narrative expression aligned with practical feminist action
B	Medium	Medium	Medium	Limited practical action matching feminist narrative
C	Low	Low	Low	Superficial feminist symbol use without substantive practice

4.4. Case Study 4: Comprehensive Storyworld Construction and Authenticity Dilemmas

The fourth case study synthesizes the three core dimensions of storyworld construction, providing a comprehensive evaluation of brand performance and identifying key authenticity dilemmas faced by feminist brands in practice [17]. The analysis categorizes dilemmas based on their root causes and impact on market legitimacy, as outlined in Table 4.

Table 4. Comprehensive Brand Performance in Storyworld Construction and Authenticity Dilemmas

Brand	Comprehensive Construction Level	Overall Market Legitimacy	Main Authenticity Dilemmas
A	High	High	No major dilemmas; minor narrative refinement needed
B	Medium	Medium	Commercialization dilution; limited multi-channel consistency
C	Low	Low	Symbolic feminism; value inconsistency; cross-channel disconnection

4.5. Discussion

The findings from the four case studies confirm a direct positive correlation between the quality of feminist brand storyworld construction and the level of market legitimacy acquired. Brands with high thematic coherence, multi-channel integration, and emotional authenticity achieve high cognitive and normative legitimacy, as their storyworld construction meets consumer demand for genuine value resonance in the context of narrative consumption. In contrast, brands with weak performance in any core dimension experience reduced market legitimacy, with overlapping deficiencies leading to severe legitimacy loss.

The key authenticity dilemmas identified are symbolic feminism, commercialization dilution, and cross-channel disconnection, all stemming from the tension between feminist brand commercial attributes and value attributes. Symbolic feminism is the most

common dilemma, involving brands using feminist symbols for commercial gain without substantive practice, which erodes consumer trust in the brand's value proposition. Commercialization dilution occurs when feminist themes are weakened to cater to broader market demand, leading to inconsistent value expression and reduced cognitive legitimacy. Cross-channel disconnection breaks the integrity of the brand storyworld, making consumers question the authenticity of the brand's feminist positioning and damaging normative legitimacy.

These findings also indicate that normative legitimacy is more sensitive to storyworld construction deficiencies than cognitive legitimacy. Even brands with medium cognitive legitimacy, where consumers understand the feminist value proposition, may face low normative legitimacy if the brand's operational behavior fails to align with feminist norms. This reflects that feminist brand market legitimacy is not only based on consumer understanding of values but also on consumer recognition of the brand's practical implementation of those values.

The performance of Brand A across all case studies demonstrates that effective storyworld construction for feminist brands requires the integration of thematic coherence, multi-channel integration, and emotional authenticity. A single strong dimension cannot compensate for deficiencies in others, as the storyworld relies on the synergy of all three core characteristics to build and maintain market legitimacy [13].

5. Conclusion

This study explores how feminist brands build market legitimacy through storyworld construction in the era of narrative consumption, with a focus on the core characteristics of storyworld construction and practical authenticity dilemmas. Adopting a mixed-methods approach of qualitative case analysis and quantitative empirical testing, the research analyzes the storyworld building practices of typical feminist brands, verifies the positive correlation between storyworld construction quality and market legitimacy levels, clarifies three core dimensions of effective storyworld construction, and reveals the differing sensitivity of cognitive and normative legitimacy to construction deficiencies. The findings provide a comprehensive theoretical explanation for the interaction between feminist brand narrative and market legitimacy, and offer targeted practical guidance for feminist brand operation in the narrative consumption context.

Core research results confirm that thematic coherence, multi-channel integration, and emotional authenticity are indispensable for effective feminist brand storyworld construction. Brands excelling in all three dimensions can form a complete and authentic narrative system, meeting consumers' demands for emotional and value resonance in narrative consumption and thus gaining high cognitive and normative legitimacy. Deficiencies in any single dimension will directly reduce market legitimacy, while overlapping deficiencies cause severe legitimacy loss and undermine long-term brand development. The study identifies three key authenticity dilemmas for feminist brands: symbolic feminism, commercialization dilution, and cross-channel disconnection, all stemming from the inherent tension between the commercial and feminist value attributes of such brands. Additionally, normative legitimacy is found to be more sensitive to storyworld construction quality than cognitive legitimacy, reflecting that feminist brand market legitimacy is dual-dimensional, relying on both consumer understanding of feminist values and recognition of the brand's practical implementation of these values, with consistent value practice being critical for stable market recognition.

This study holds important theoretical implications for narrative consumption and feminist brand marketing research. First, it constructs a systematic theoretical framework for feminist brands to build market legitimacy through storyworld construction, clarifying the logical link between the three core dimensions of storyworld construction and the two dimensions of market legitimacy, and filling the research gap in the integration of narrative branding and feminist brand legitimacy research. Second, it enriches the application of storyworld construction theory in special brand marketing, revealing the particularity of feminist brand storyworld construction compared with

general consumer brands from the perspective of value and commercial attribute tension, and providing a new research perspective for subsequent narrative branding studies. Third, it deepens the understanding of the connotation and formation mechanism of feminist brand market legitimacy, confirming the key role of narrative authenticity in legitimacy acquisition, and supplementing brand legitimacy research in the context of gender equality culture.

In practical terms, the conclusions provide clear and operable guidance for feminist brand storyworld construction and market operation. First, feminist brands should take feminist core values as a consistent narrative thread, maintaining strict thematic coherence across all touchpoints including product design, advertising, and social media, and avoiding value expression inconsistency driven by commercial profits. Second, brands need to establish a unified narrative management mechanism to ensure multi-channel integration, realizing consistent presentation of narrative content and values across platforms and eliminating cross-channel disconnection that impairs storyworld integrity. Third, brands must link narrative expression with substantive feminist practice, taking emotional authenticity as the core of storyworld construction and rejecting superficial symbolic feminist expression that caters to market trends without real action. Fourth, feminist brands should build a balance mechanism between commercial operation and value expression, taking feminist value transmission as the core of brand development to prevent value dilution in marketization and fundamentally avoid authenticity dilemmas.

This study has certain research limitations. First, the research objects are limited to mature feminist brands with systematic storyworld construction practices, and the conclusions lack verification in emerging and small-scale feminist brand samples, whose construction practices and legitimacy mechanisms may differ from mature brands. Second, the cross-sectional research design focuses on the static characteristics of storyworld construction and its impact on legitimacy, without exploring the dynamic evolution of storyworld construction and market legitimacy over time, which will both change with brand development and the deepening of social feminist consciousness. Third, the study does not consider the impacts of consumer characteristics and social cultural contexts, where factors such as consumer gender, feminist cognitive level, and regional culture may affect the effectiveness of storyworld construction.

Future research can further explore the following aspects to address these limitations. First, expand the research sample to include emerging and small-scale feminist brands, and conduct comparative analysis on storyworld construction strategies and legitimacy mechanisms across industries and development stages to improve the universality of conclusions. Second, adopt a longitudinal research approach to track the dynamic changes of feminist brand storyworld construction and market legitimacy, exploring their interactive evolution law in the process of brand development. Third, introduce consumer characteristics and social cultural context as moderating variables, analyzing the differential impacts of storyworld construction on legitimacy across different consumer groups and cultural contexts to improve the study's theoretical framework. Fourth, conduct empirical research on the solution paths for authenticity dilemmas, exploring effective strategies for feminist brands to balance commercialization and feminist value expression in storyworld construction.

With the continuous development of narrative consumption and the deepening of global feminist consciousness, building authentic and coherent storyworlds has become a core capability for feminist brands to gain market competitive advantages and achieve sustainable development. Feminist brands, as important carriers of feminist value dissemination in the commercial field, face both development opportunities and practical challenges amid the increasing integration of commercial culture and gender equality culture. This study only provides a preliminary exploration of the relationship between feminist brand storyworld construction and market legitimacy, and subsequent research can further deepen and expand this topic from multiple perspectives and levels. It is expected that more in-depth academic research will provide comprehensive theoretical support and practical guidance for the healthy development of feminist brands,

promoting the better integration of feminist values and commercial market operation in the narrative consumption context.

References

1. J. Burgess, P. Williams, A. Muscat, A. Grace, C. Jones, A. Curran, and J. Voelker, "Managing the narratives in narrative media brands," *Journal of Media Business Studies*, vol. 22, no. 1, pp. 67-85, 2025.
2. M. E. Kohnen, "Fannish affect, 'quality' fandom, and transmedia storytelling campaigns," in *The Routledge Companion to Media Fandom*, Routledge, pp. 414-423, 2025.
3. R. L. Skains, "Frontiers Forged and Colonized: Feminist Storytelling in Digital Narrative," *Humanities*, vol. 15, no. 2, p. 33, 2026.
4. P. Bertetti and G. Segreto, "Personal Storytelling: A Semiotics Approach to Constructing Identities across Media," in *Transmedia Selves*, Routledge, pp. 22-38, 2023.
5. A. Kustritz, "Transmediating difference: Fictional filter bubbles and transmedia storytelling," *Convergence*, vol. 28, no. 3, pp. 699-713, 2022.
6. M. M. Mars, "Looking behind the label: Firm-centric brand storytelling and the development of local consumption spaces," *Local Development & Society*, vol. 4, no. 2, pp. 370-392, 2023.
7. F. Lindberg and L. Mossberg, "Struggle of the story: towards a sociocultural model of story world tension in communal consumption," *Journal of Marketing Management*, vol. 39, no. 5-6, pp. 498-519, 2023.
8. S. Balkin, A. Dane, B. Driscoll, R. O'Meara, and C. Vincent, "Authorship across media: considering Wednesday Addams," *Continuum*, vol. 39, no. 4, pp. 632-645, 2025.
9. R. V. Kozinets and H. Jenkins, "Consumer movements, brand activism, and the participatory politics of media: A conversation," *Journal of Consumer Culture*, vol. 22, no. 1, pp. 264-282, 2022.
10. B. Jones, "School shooter fanfiction as true crime content: making the case for fan creations as legitimate modes of production, consumption and understanding," in *#TrueCrime: Digital Culture, Ethics and True Crime Audiences*, Cham: Springer Nature Switzerland, pp. 93-116, 2026.
11. S. L. Smyth, "Reese Witherspoon's popular feminism: adaptation and authorship in Big Little Lies," *New Review of Film and Television Studies*, vol. 22, no. 1, pp. 296-315, 2024.
12. J. D. Cohen, "Aliens Eating Reese's: Media Influence and Advertising," in *Understanding Media Psychology*, Routledge, pp. 121-160, 2021.
13. S. E. Andersen and T. S. Johansen, "The activist brand and the transformational power of resistance: towards a narrative conceptual framework," *Journal of Brand Management*, vol. 31, no. 2, pp. 140-152, 2024.
14. D. Ciccoricco, "E-Legitimate Offspring: Tracing Literary and Ludic Convergence," *Humanities*, vol. 15, no. 1, p. 4, 2025.
15. J. M. Grow, "The gender of branding: Early Nike women's advertising as a feminist antenarrative," *Women's Studies in Communication*, vol. 31, no. 3, pp. 312-343, 2008.
16. N. Ourahmoune, A. S. Binninger, and I. Robert, "Brand narratives, sustainability, and gender: A socio-semiotic approach," *Journal of Macromarketing*, vol. 34, no. 3, pp. 313-331, 2014.
17. T. Milfeld and D. J. Flint, "When brands take a stand: the nature of consumers' polarized reactions to social narrative videos," *Journal of Product & Brand Management*, vol. 30, no. 4, pp. 532-548, 2021.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of Publisher and/or the editor(s). Publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.