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The Influencing Factors of Gen Y Consumers' Purchase Intention of 3D Cameras in Mianyang, China

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Abstract

Purpose: The purpose of this study is to examine relationship between social influence, perceived quality, attitude, satisfaction, and trust that influence purchase intention of 3D cameras of Generation Y customers in Mianyang, China. **Research design, data and methodology:** The quantitative method was used to distributing online questionnaire to 500 participants between the age of 25 and 40 years old, who are living in Mianyang, China and have at least one year of experience with top three 3D camera brands. Judgmental, quota and convenience sampling techniques were carried out. Before collecting the data, validity and reliability results were accepted by using Item Objective Congruence (IOC) Index and Cronbach's Alpha reliability test. Confirmatory Factor Analysis (CFA) was applied to measure factor loadings, convergent validity, discriminant validity, composite reliability, AVE and goodness of fit. The effect between relationships and hypotheses were accounted by Structural Equation Model (SEM). **Results:** The findings reveal that trust has the strongest significant influence on customer's purchase intention of 3D Cameras. Additionally, social influence, perceived quality, attitude, satisfaction, and trust have a significant impact on Gen Y customers' purchase intention. **Conclusions:** The recommendations were made for manufacturers, dealers, marketers and salespersons to develop marketing and sales strategies for raising customer's purchase intention.

Keywords: Generation Y, Perceived Quality, Trust, Satisfaction, Purchase Intention

JEL Classification Code: E44, F31, F37, G15

1. Introduction

The 3D (three-dimensional) industry is explained as the three-dimensional technological innovations that can apply to film, television, computers, video games, and other electronic presentation or display devices. 3D technology is the incorporation of a media that enhancing the illusion of

depth perception for display on a presentational device. In photography, 3D technology has been developed a form "stereoscopic" which is described as "a photography system that documents images from two different perspectives, and when applied with specialized projection equipment and the use of specialized eye-wear (3D glasses), the resulting effect is the "3D" viewing experience" (Market Research, 2022).

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3D camera is a device belong to the group of time-of-flight sensors, utilizing the time a specific signal needs to travel from the sensor to the object and back (May et al., 2007). For many decades, 3D cameras have been broadly developed in responding to smart device market such as face recognition and holograms to 3D printing. The global 3D camera market share is expected to reach 45% in 2025, and the 3D camera sector will generate USD 10 billion. In China, the market for 3D cameras has been expanding from the industrial to consumers' market, subjected to the development and promotion of the 5G network, with the market size of USD 392 million and sales revenue of USD 9.8 billion in 2021 (ReportLinker, 2022). Accordingly, Gen Y were a large group of customers who purchase 3D cameras in China because most of them earn income and regularly use social media for photos and posts. Consequently, this study provides empirical results and fills the gap for 3D cameras' manufacturers, dealers, marketers and salespersons to understand motivational factors for enhancing consumers' purchase intention, including social influence, perceived quality, attitude, satisfaction, and trust. Accordingly, manufacturers, dealers and sales organizations are able to innovate product, process and marketing and sales strategies to achieve their businesses' goals.

2. Literature Review

2.1 Social Influence

Based on numerous literatures, social influence has an impact on customers' propensity to buy a product (Festinger, 1950). Because of this, the majority of researchers typically employs social influence to examine the likelihood that a customer would have his or her purchasing patterns influenced by a particular group (Ajzen, 1991). However, social influence does not always have a favorable impact on customers' intention to make purchases. The negative social influence can decrease the level of consumers' intention to make purchases (Vermeir & Verbeke, 2004). Sparks and Shepherd (1992) discovered that consumers' experience is driven by their social groups such as family friends and other buyers. This study points that the purchase intention of 3D cameras of Generation Y consumers is influenced by their social network or online influencers. By this means, a hypothesis is proposed:

H1: Social influence has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.2 Perceived Quality

Chang and Wildt (1994) argued that the perceived quality of a product affects the purchasing intention of

buyers. Richardson et al. (1994) discovered that perceived quality can result in higher value and higher price of products. Many scholars confirmed that perceived quality can favorably impact customers' purchase intention. Additionally, perceived quality can assist consumers in differentiating between products that are identical, making it simpler for customers to select a brand they strongly perceive the highest quality (Sethuraman, 2000). Customers tend to be committed to a specific brand when they are confident about its quality. 3D cameras are not much different in terms of functions from brand to brand. Therefore, brand owners have to push effort in consistently promote its product quality to arouse customer's purchase intention (Corstjens & Lal, 2000). Consequently, a hypothesis is developed:

H2: Perceived quality has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.3 Attitude

In previous studies, Reed et al. (2012) found a strong link between attitude and purchase intention. The study concluded that consumers' attitudes regarding to products have a direct impact on their purchase intention and were even one of the most significant determinants (Khan & Azam, 2016). According to Amos et al. (2008), attitude is mostly served as a motivational factor for consumers that encourages their purchase intention. The decision making of whether or not a consumer will purchase is greatly influenced by their attitudes. (Abd Rahman et al., 2015). For the purchase intention of 3D camera, Generation Y consumers who have positive attitude towards a brand or a product will have an intention to buy. Based on above discussions, a hypothesis is projected:

H3: Attitude has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.4 Satisfaction

Customer satisfaction is crucial for all businesses because it can create brand loyalty, leading to the future purchase intention. Customers who are satisfied with the products or service would stay with the brand and are more likely to purchase in the future (Oliver, 1999). Customer satisfaction and purchase intention are found to be closely related in previous studies. In other words, consumers tend to overlook a product's price when they are satisfied with the previous experience with a brand. Customer satisfaction is a key for a business to win over their competitors (Jones et al., 2000). High level of customer satisfaction has a great impact on customers' intention to make a purchase. On the other hand, low satisfaction or dissatisfaction makes customers to switch to other competitors (Anderson &

Srinivasan, 2003). Customer satisfaction can be attached to the product quality and customer service support for 3D cameras, which has a significant impact on customers' purchase intention (White & Yanamandram, 2004). Hence, a following hypothesis is indicated:

H4: Satisfaction has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.5 Trust

Burgess (2003) asserted that customers who are motivated by trust make decisions whether or not to purchase a product. The degree of customer trust in a product determines customers' purchase intention. According to Pavlou (2003), consumers' perceptions of risk and trust are inversely correlated. As consumers' trust in a product increase, they perceived less risk associated with it, which significantly drives their likelihood of making a purchase (Huang & Duangekanong, 2022). It has been demonstrated in numerous studies that there is a direct connection between trust and purchase intention (Lee & Turban, 2001). Although Kini and Choobineh (1998) demonstrated that trust does not always encourage customers' purchase behavior because there many other factors involve. Gefen et al. (2000) agreed with this point of view and claimed that trust has partial impact on consumers' purchase intention. Subsequently, previous literatures lead to a hypothesis:

H5: Trust has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.6 Purchase Intention

Purchase intention is the degree of a consumer's preference for a specific item and signifies the level of a consumer's willingness to buy a product (Omar et al., 2012). That is, customers' purchasing intent allows them to decide and carry out their purchase decision (Tweephoncharoen & Vongurai, 2020; Varinli et al., 2016). According to Sparks and Browning (2011), purchase intention can predict a consumer's tendency of making a purchase, and it was a key indicator to assess business performance and sales revenue. According to Bashir (2019), purchase intention has a direct impact on consumers' purchasing decisions, which can be implied in this study that purchase intention of 3D cameras of Generation Y consumers is significantly impacted by numerous motivational factors which are social influence, perceived quality, attitude, satisfaction, and trust.

3. Conceptual Framework

The conceptual framework of this study contains six variables which are social influence, perceived quality, attitude, satisfaction, trust, and purchase intention. Among these, purchase intention (PI) is determined as a dependent variable, and independent variables are social influence (SI), perceived quality (PQ), attitude (A), satisfaction (S), and trust (T). Five literatures were carefully reviewed to constructing a research model. Firstly, Dewi et al. (2020) examined on how social influence affects consumers' purchase intention in online commerce. Secondly, Saleem et al. (2015) pointed out the significant relationship between perceived quality and satisfaction, and purchase intention. Thirdly, Jung and Seock (2016) determined the impact of attitude on purchase intention of consumers in fashion products. Next, Chetioui et al. (2020) found the support relationship between trust in fashion influencers and purchase intention. Lastly, Soh et al. (2017) investigated that purchase intention is impacted by perceived quality and satisfaction of luxury fashion goods purchase decisions among Generation Y. Figure 1 displays the conceptual framework of this study.

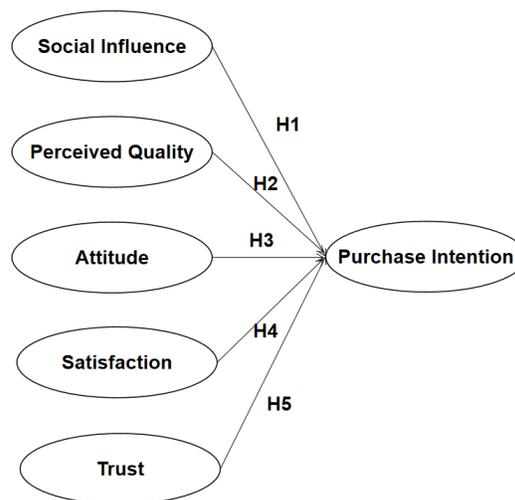


Figure 1: Conceptual Framework

H1: Social influence has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H2: Perceived quality has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H3: Attitude has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H4: Satisfaction has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H5: Trust has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

4. Research Methods and Materials

4.1 Research Methodology

The quantitative method was used to distributing online questionnaire to 500 participants of Generation Y between the age of 25 and 40 years old, who are living in Mianyang, China, and have at least one year of experience with top three 3D camera brands. Prior to the data collection, Item Objective Congruence (IOC) Index was employed, inviting three experts to rate the score at -1, 0, or 1. The results showed that all scale items were reserved at equal or above 0.67. Next, 30 participants were involved in a pilot testing. Cronbach's Alpha reliability test confirmed internal consistency for all constructs at the score equal or above 0.7 (Nunnally & Bernstein, 1994). After the collecting the data, the data were analyzed by using SPSS and SPSS AMOS statistical programs. Confirmatory Factor Analysis (CFA) was applied to measure factor loadings, convergent validity, discriminant validity, composite reliability, AVE and goodness of fit. The effect between relationships and hypotheses were accounted by Structural Equation Model (SEM).

4.2 Population and Sample Size

The target population of this study is Generation Y between the age of 25 and 40 years old, who are living in Mianyang, China, and have at least one year of experience with top three 3D camera brands. The minimum sample size recommended by Soper (2022) was at least 425. Consequently, researchers consider to collect the data 500 participants per appropriate and sufficient for structural equation model estimation.

4.3 Sampling Techniques

Judgmental, quota and convenience sampling techniques were carried out. Firstly, judgmental sampling was to choose between the age of 25 and 40 years old, who are living in Mianyang, China, and have at least one year of experience with top three 3D camera brands. Secondly, quota sampling incurs the calculation of sample size in three subgroups of three most popular 3D camera brands in 2021, including Insta360, QooCam, and Theta. The population was derived from sales report which are 53,390, 31,260, and 16,780 respectively, totaling 101,430 items sold as of Table 1. The final step was convenience sampling which online questionnaires were distributed to 500 target participants via "Wen Juan Xing" website and other social medias. After five months from October 2021 to February 2022, the data collection was completed for the data analysis process.

Table 1: Sample Units and Sample Size

Brand	Population Size Total=101,430	Proportional Sample Size Total=500
Insta 360	53,390	263
QooCam	31,260	154
Theta	16,780	83

Source: Created by the author.

5. Results and Discussion

5.1 Demographic Information

The demographic results show that males are 281 (56.1%), whereas females are 219 (43.9%). In terms of age range, there are participants between 25-30 years old of 5.4%, between 26-35 years old of 69.2%, and 36-40 years old of 25.4%. The majority group of respondents is bachelor's degree of 77.8%, followed by master's degree or PhD of 12.6%, high school of 6.2%, and others of 3.4%. For occupations, private employees largely acquire for 311 (62.3%), following with entrepreneurs of 116 (23.1%), students of 54 (10.8%), and others of 19 (3.8%). Income ranges show that 288 participants or 57.7% have a monthly income between \$1,000-\$1,999, followed by 185 (36.9%) participants of income \$500-\$999, and 27(5.4%) participants of income \$2,000 or above.

Table 2: Demographic Profile

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	281	56.1%
	Female	219	43.9%
Age	25-30 years old	27	5.4%
	26-35 years old	346	69.2%
	36-40 years old	127	25.4%
Education	High school	31	6.2%
	Bachelor's degree	389	77.8%
	Master/PhD	63	12.6%
	Others	17	3.4%
Occupation	Private employee	311	62.3%
	Student	54	10.8%
	Entrepreneur	116	23.1%
	Others	19	3.8%
Income/Month	\$500-999	185	36.9%
	\$1,000-1,999	288	57.7%
	>\$2,000	27	5.4%

Source: Created by the author.

5.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was measured by the measurement model (Chin et al., 2008). As of Table 3, factor loadings are greater than 0.50, and the p-value is less than 0.05. The results of CFA were approved by Cronbach's alpha coefficient value at equal or greater than 0.7,

composite reliability at equal or greater than 0.7, and average variance extracted (AVE) greater than 0.5 (Fornell & Larcker, 1981). CMIN/DF, GFI, AGFI, CFI, TLI, NFI,

and RMSEA are acceptable within the criteria. Therefore, the measurement model was proven and can assure the convergent validity and discriminant validity of this study.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variable	Source of Questionnaire (Measurement Indicator)	No. of Items	Cronbach's Alpha	Factors Loading	CR	AVE
Social Influence (SI)	Dewi et al. (2020)	3	0.785	0.710-0.802	0.789	0.556
Perceived Quality (PQ)	Mainardes et al. (2019)	6	0.879	0.693-0.791	0.880	0.551
Attitude (A)	Charton-Vachet et al. (2020)	4	0.821	0.704-0.750	0.822	0.535
Satisfaction (S)	Charton-Vachet et al. (2020)	6	0.871	0.715-0.746	0.871	0.530
Trust (T)	Saleem et al. (2015)	5	0.850	0.695-0.756	0.851	0.533
Purchase Intention (PI)	Chetioui et al. (2020)	4	0.818	0.688-0.761	0.820	0.533

Source: Created by the author.

Table 4: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values
CMIN/DF	≤ 3.00 (Hair et al., 2006)	1.222
GFI	≥ 0.85 (Hair et al., 2006)	0.944
AGFI	≥ 0.80 (Filippini et al., 1998)	0.932
CFI	≥ 0.90 (Hair et al., 2006)	0.989
TLI	≥ 0.90 (Hair et al., 2006)	0.987
NFI	≥ 0.90 (Arbuckle, 1995)	0.940
RMSEA	≤ 3.00 (Hair et al., 2006)	0.021

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, CFI = comparative fit index, TLI = Tucker Lewis index, NFI = normalized fit index, and RMSEA = root mean square error of approximation

Source: Created by the author.

According to Fornell and Larcker (1981), discriminant validity was measured by computing the square root of each AVE. Based on the findings, the value of discriminant validity is supportive as values are larger than all inter-construct/factor correlations. In Table 5, the factor correlations did not surpass 0.80. As a result, the problem of multicollinearity is not issued (Studenmund, 1992).

Table 5: Discriminant Validity

Variable	SI	PQ	A	S	T	PI
SI	0.746					
PQ	0.496	0.742				
A	0.407	0.577	0.731			
S	0.388	0.487	0.529	0.728		
T	0.475	0.585	0.536	0.538	0.730	
PI	0.438	0.463	0.518	0.520	0.547	0.730

5.4 Structural Equation Model (SEM)

Structural Equation Model (SEM) was applied to measure the structural pathway of each relationship and proposed hypotheses. The structural model fit was approved by the goodness of fit indices, including CMIN/DF, GFI, AGFI, CFI, TLI, NFI, and RMSEA as shown in Table 6.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable Values	Statistical Values
CMIN/DF	≤ 3.00 (Hair et al., 2006)	1.243
GFI	≥ 0.85 (Hair et al., 2006)	0.934
AGFI	≥ 0.80 (Filippini et al., 1998)	0.932
CFI	≥ 0.90 (Hair et al., 2006)	0.989
TLI	≥ 0.90 (Hair et al., 2006)	0.987
NFI	≥ 0.90 (Arbuckle, 1995)	0.940
RMSEA	≤ 3.00 (Hair et al., 2006)	0.021

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, CFI = comparative fit index, TLI = Tucker Lewis index, NFI = normalized fit index, and RMSEA = root mean square error of approximation

Source: Created by the author.

5.5 Research Hypothesis Testing Result

In Table 7, perceived quality and purchase intention have a significant effect on purchase intention at p-value < 0.001. Furthermore, attitude, social influence, satisfaction and trust have a significant effect on purchase intention at p-value < 0.05. The following explanations are obtained:

H1 proves that social influence has a significant impact on customers' purchase intention, representing the standard coefficient value of 0.144. Social influence enhances Gen Y customers of purchase intention of 3D cameras. Sparks and Shepherd (1992) affirmed that consumers often experience was driven by their influencers such as family friends and other buyers.

In **H2**, perceived quality has a significant impact on customers' purchase intention with the standard coefficient value of 0.133. Perceived quality is a perception of a consumer toward the product features and functions can meet his or her needs and expectations which encourages purchase intention (Corstjens & Lal, 2000; Sethuraman, 2000).

H3 postulates the significant impact of attitude on customer's purchase intention, representing to the standard coefficient value of 0.199. This result aligns with many studies that consumers' positive attitudes regarding products have a direct impact on their purchase intention (Khan & Azam, 2016; Amos et al., 2008; Reed et al., 2012).

H4 confirms the significant impact of satisfaction on purchase intention of 3D cameras of Generation Y consumers, with the standard coefficient value of 0.215. Customer satisfaction of 3D cameras from their previous experience has a significant impact on customers' purchase intention (White & Yanamandram, 2004).

For **H5**, the relationship between trust and purchase intention shows the strongest support at the standard coefficient value of 0.236. As acclaimed by many reports, customers who are motivated by trust make decisions whether or not to purchase a product (Burgess, 2003; Kini & Choobineh, 1998; Pavlou, 2003; Lee & Turban, 2001).

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	S.E.	t-value	Result
H1: SI→PI	0.144	0.063	3.504***	Supported
H2: PQ→PI	0.133	0.073	2.705*	Supported
H3: A→PI	0.199	0.091	4.362***	Supported
H4: S→PI	0.215	0.064	4.930***	Supported
H5: T→PI	0.236	0.079	5.035***	Supported

Note: *** p<0.001, * p<0.05

Source: Created by the author.

6. Conclusions and Recommendation

6.1 Conclusion

The research objectives have been achieved to investigating the influence factors of purchase intention of 3D cameras of Generation Y customers in Mianyang, China. Key variables were developed to build a conceptual framework of this study which are social influence, perceived quality, attitude, satisfaction, trust, and purchase intention. Gen Y customers were determined to have a purchasing power and high interest of 3D cameras as target samples of the study. The findings revealed that trust has the strongest significant influence on customer's purchase intention of 3D Cameras. Additionally, social influence, perceived quality, attitude, and satisfaction have a significant impact on Gen Y customers' purchase intention.

The data analysis involves CFA and SEM as major statistical tools. the results bring out theories and practical implications. Firstly, Gen Y customers' purchase intention of 3D cameras is significantly related to their social influence. Some examples were that a customers would be referred from their friends to buy 3D cameras for their social media post or they could obtain online product reviews from other customers. In this sense, social influence has an impact on customers' propensity to buy a product (Festinger, 1950). Secondly, the relationship between perceived quality and purchase intention of 3D cameras is supported. It has been discussed that perceived quality can help consumers to compare and differentiate a product or service among others in the same category (Sethuraman, 2000). In addition, 3D cameras' choices of brands are variety, a company has to push effort to promote its product quality to arouse customer's purchase intention (Corstjens & Lal, 2000).

Thirdly, attitude evidently impacts Gen Y customers' purchase intention of 3D cameras, which can be assumed that customers' positive or negative attitude can dictate their intention to buy or not to buy a product. Following to the purchase intention of Gen Y to 3D cameras, attitude is mostly served as a motivational factor of consumers and can encourage their purchase intention towards not just the product but the specific brand they prefer (Abd Rahman et al., 2015). Next, numerous researchers agreed to that customer satisfaction significantly impacts consumers' purchase intention. Customer satisfaction is a very important key performance indicator for all businesses that could largely impact on its survival and sustainability (Oliver, 1999).

Lastly, trust shows the most and the strongest influence on purchase intention among all variables, which could be implied to a very deep level of cognitive perception towards a product. The degree of Gen Y customer's trust in a 3D Camera of a specific brand can determine customers' purchase intention or even develop to positive referral to prospective customers (Kini & Choobineh, 1998; Lee & Turban, 2001; Pavlou, 2003). In conclusion, all hypotheses were proven to be true in terms of social influence, perceived quality, attitude, satisfaction, and trust significantly impact Gen Y consumer purchase decisions of 3D cameras in Mianyang, China.

6.2 Recommendation

Recommendations were made based on the findings of this study that social influence, perceived quality, attitude, satisfaction, and trust have a significant impact on purchase intention of 3D cameras among Gen Y consumers in Mianyang. The suggestions directly contribute to manufacturers, dealers, marketers and salesperson of 3D cameras and other substitutes. Firstly, social influence

directly and significantly impacts purchase intention of Gen Y customers. Nowadays, social influence can be from the close contact (i.e., family, friends and other acquaintance) or from strangers (i.e., youtubers, TikTokers, etc.). As a rise of social media, product and service companies are recommended to shift their marketing investment heavier than before to push their existing client for an online product review or hire online influencers to create social or viral impact since the product launch.

Product quality is a key success to retain and sustain customers' purchase intention which has a great impact to long-term brand reputation, profitability and market competitiveness. Manufacturers and product development departments are required to build as well as maintain the high quality of the product. Firms are required to walk through customer journey from awareness to conversion stages. But that's not enough as they have to foresee what could go wrong about the product, and they need a plan for solutions of problems such as customer service support, maintenance service, resales center or compensations.

Attitude of customers can determine to how they like or dislike a product. To be able to stand out from other brands or competitors, marketers have to dive deeply to connect with cognitive and emotional level of customers to catch their purchase decision. Many companies make a huge investment to YouTube videos with various touching storytelling, aiming to build love, affection and positive attitude towards brand which have a great effect on consumers' purchase intention.

Additionally, customers' satisfaction is a heart for the accomplishment of modern world's businesses. Customers' feelings, opinions and feedback are very important to the survival of most businesses. Customer satisfaction survey should be conducted regularly because it helps a company to monitoring on what good or bad about the product or service in order to quickly solve the problems before it harms their brand reputation in long-term. Customer service support is a center of data which feedbacks are directly received from existing customers, and can pertain their highest satisfaction.

Trust is the most important determinant in driving purchase intent of customers in long-term. Trust is hard to be built, but it is easy to be broken. Trust can be the deepest level of consumers' cognitive evaluation. It means when Gen Y customers are recommended or satisfied with the purchase or use of 3D cameras, they would have trust on such a product or a brand. Therefore, businesses have to serve customers with the high-quality product and high service standard to create and maintain trust.

6.3 Limitation and Further Study

The limitations are recommended for the better improvement of the future study. Firstly, the sample for this study was scoped to only the group of Gen Y consumers in Mianyang, China. Therefore, the results tend to be different in other age group or geographical area. Secondly, the research model can be extended to more factors to determining customer's purchase intention which has not reflected the traits, habits or other potential factors (i.e., perceived price, personal innovativeness etc.). Lastly, this study had been conducted with quantitative method. The statistical data should be compared to qualitative approach for further findings of how and why social influence, perceived quality, attitude, satisfaction, and trust have significant impact on purchase intention.

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