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THE IMPACT OF CONSUMER ATTITUDES ON ONLINE SHOPPING, INCLUDING SOCIAL MOTIVATIONS, ESCAPISM MOTIVATIONS, AND VALUE MOTIVATIONS, IN RELATION TO ONLINE PURCHASE INTENTIONS

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Abstract
The development of technology and the internet has changed people's shopping behavior, especially the millennial generation. This study aims to analyze the attitude on online shopping of the millennial generation and compare it with the population as a whole. This study also provides an explanation of the online shopping behavior of consumers in the millennial generation group, as well as being the basis for developing teaching materials in customer insight and consumer behavior courses. The Millennial generation is a group of individuals who have different awareness of the impact of historical events they experience. They tend to be more tech-savvy and spend less money on purchases. The study highlights the need to understand the Millennial generation further because they are not monolithic. Understanding generational differences and their impact on online shopping is important for effective target audience segmentation. Meanwhile, purchasing behavior describes whether consumers actually buy the products they want, with purchase intention as a proxy variable to measure purchasing behavior. This study is a type of quantitative research that uses a survey method to collect data from the West Java millennial generation who are involved in online purchase intention. The population is the West Java millennial generation, and the sample was taken using a purposive sampling technique. Testing of the research instrument was carried out with validity using the Pearson Correlation test and reliability with Cronbach's alpha. The data was processed using Moderate Regression Analysis (MRA) with SPSS version 25. The results of the study showed that attitudes on online shopping and value motives influence online shopping intention. Social motives and escapism motives do not affect online shopping intention.

Keywords: The Attitude on Online Shopping, Online Purchase Intention, Including Social Motivations, Escapism Motivations, Value Motivations

1. Introduction

The rapid development of technology, especially with the internet and social media, has caused changes in behavior in society. Changes in the mindset of each generation group can shift in a positive or negative direction. This tendency contributes to the transformation of society's culture. In e-commerce marketing or increasingly competitive technology-based market segments, customer insight and their online shopping attitudes are very important to create a successful e-commerce strategy. Every year there is an increase in e-commerce sales, which contributes to changes in consumer behavior. There are significant differences between generation groups in terms of multi-channel behavior related to purchase frequency and average purchase amount via mobile phones, tablets,

computers, and social media. Customers in different age groups have different experiences in terms of how the internet impacts their lives, how they buy goods and services, what types of goods they buy online, and the purchasing behavior they have. (Jílková & Králová, 2020).

Online shopping is increasingly becoming a consumer preference for shopping, with online sales continuing to increase. E-commerce sales are growing rapidly worldwide, with the highest growth seen in the Asia-Pacific region. Despite the fact that online shopping is now predicted to increase in many digitally advanced regions, this makes it increasingly important to better understand the behavior and purchase intentions of online shoppers, with 95 percent of millennials (25 to 34 years old) using e-commerce platforms on a daily basis. Although millennials demonstrate the highest internet penetration, high use of digital devices, and increasing preference for online shopping, there is little empirical research investigating the online shopping behavior of young consumers. (Dharmesti et al., 2019).

Consumers' personal, socio-cultural, and psychological characteristics greatly influence purchasing decisions. For years, policymakers and marketing practitioners have relied on these features to describe similar consumer groups and exert their influence on specific target markets. Because generational labels provide more stable insights into consumers compared to age range labels, generational labels are commonly used to group consumers in academic and practitioner literature. According to generational cohort theory, people within a given generational cohort share similar views, ideas, values, and beliefs that stem from their experiences in similar social, political, and economic events during their "adult" years. This paper uses generational cohort theory to further study the purchase intentions and online shopping behavior of millennials because of the theory's interest and applicability to researching generational behavior. One of the most technologically savvy generations today is the millennial generation. In addition, this group prefers to shop online. This is because, according to generational cohort theory, different events experienced by millennials during their "adult" years may have an impact on their online shopping behavior. Therefore, the purpose of this study is to study the different attitudes and motives of millennials, and how they influence the online purchasing behavior of young consumers. This study, based on the unique values and traits of millennials, provides insights for marketers and policymakers to better attract them. (Dharmesti et al., 2019).

The customer shopping journey over time is filled with volatility and complexity. The integration of multiple channels and technologies drives channel choice and customer experience. As the most connected generation, Millennials lead the way in online shopping with 54% of their purchases made online. Nearly half of Millennials use mobile devices to compare prices and browse products; however, this number drops significantly at the point of purchase. Perceived risks, such as credit card security and lack of product touch, deter consumers from shopping online. Given that perceived risk is a critical indicator when making online shopping decisions, understanding the dimensions of perceived risk and its subsequent impact is an important topic of discussion. To address consumer fears and needs, retailers are evolving into data-driven businesses, enabling Millennial consumers to leverage mobile devices to gather information where consumers visit brick-and-mortar retail stores to evaluate products/services in person and use mobile technology while in-store to compare potential products across multiple channels. (Johnson & Ramirez, 2021).

This paper aims to analyze the online shopping trends of the millennial generation and compare them with the online shopping trends in the population as a whole. An explanation will also be provided regarding customer behavior in relation to the millennial generation group.

2. Theoretical Background

2.1 Millennial Generation

Generations are theorized as socio-historical phenomena characterized by groups of individuals who have experienced specific historical events in common and have different perceptions of the impact of those events. Researchers have compared the online and in-person shopping behavior of Millennials and found that Millennials are more tech-savvy and tend to spend less money on purchases than other generations. Male Millennials are more likely to shop with a greater emphasis on the shopping experience and entertainment. (Johnson & Ramirez, 2021).

Research has suggested the need for more research to understand Millennials, as the generation may not be monolithic. One data analytics firm found that younger millennials are less likely than older generations to shop in stores and purchase online, while older millennials are more likely to shop online. Other researchers have found inconsistent preferences for in-store shopping that support this research. (Johnson & Ramirez, 2021).

Understanding generational differences and their impact on online shopping is a fundamental aspect of effective target audience segmentation. The concept of generational cohorts has a long tradition. "The social phenomenon of 'generations' represents nothing more than a type of location-specific identity, which includes related 'age groups' embedded in historical-social processes". Generational Cohort Theory, as a way of client segmentation. This theory aims to contribute to research by analyzing generational differences and providing researchers with a tool to analyze population changes over time. According to this author, the population can be divided into generational cohorts based on their year of birth. A generation is defined as an identifiable group of people who share the same year of birth and therefore, important life events and social life experiences at critical stages of development. Traditionally, generational cohorts have different experiences with values, attitudes, and preferences based on their life experiences. Researchers have identified that segmentation based on generational cohorts is more productive and effective than chronological age. Researchers investigate differences between consumer generations in various aspects of consumer behavior, such as shopping, as well as e-customer behavior. (Jílková & Králová, 2020).

2.2 Purchasing Behavior

Purchasing behavior describes whether consumers buy products that they previously intended to buy. Thus, purchasing behavior shows the actual consumer purchasing behavior. Consumer purchase intention is used as a proxy variable to measure consumer purchasing behavior, but consumer purchase intention always leads to actual purchasing behavior. (Rahman et al., 2021).

The Influence of Attitude Towards Online Shopping on Online Purchase Intentions Online shopping combines the entire sales process into one platform, differentiating it from conventional brick-and-mortar shopping. When they choose to shop online, customers enjoy greater convenience as they can avoid the constraints of time and place. However, they cannot touch, taste, or feel the physical goods they purchase online directly. It is difficult to identify customer perceptions through conventional online

marketing metrics. Attitude, on the other hand, is a person's consistent feelings, tendencies, and evaluations toward something or a concept, which greatly influence customer purchasing decisions. However, previous research on consumer opinions about online shopping has been limited to consumer demographics and technology. Customers' perceptions and experiences about the risks and benefits of online shopping influence their behavior and intentions. Compared to previous generations, who grew up in the internet era, millennials are more aware of the benefits and risks of online shopping. Millennials have a positive attitude toward online shopping because they prefer to avoid the risks of online shopping. Attitudes toward online shopping and intentions to buy online are positively correlated, according to previous research on online shopping behavior (Dharmesti et al., 2019). Therefore, our research hypothesis is as follows:
H1. Attitude towards online shopping significantly influences online purchase intentions.

2.4 The Influence of Social Motives on Online Purchase Intentions

Shopping motivations stem from consumer decisions. According to motivation theory, cognitive and affective motives help explain why people shop. Many shopping motives, such as utilitarian and hedonic motives, have been found in previous research; however, less research has been done on more specific motives such as social, escapist, and value motives. Millennials have more exposure to education and technology than older generations, which makes them more likely to make complex shopping decisions. In addition, millennials tend to have large social networks and are concerned about how they are perceived as consumers. The opinions of others about their product purchases tend to influence group members, and they want to be recognized for "who they are" by their peers. Millennials want to be "their own boss" in the purchasing decision process because they are readily available for information. Millennials have unique values and traits, such as the desire for acceptance and self-control, that may shape their motives and impact their shopping behavior. There is little research investigating the influence of social motives on online shopping behavior. However, social motives refer to the extent to which a person is motivated to shop online because of the desire for others to see them doing so. Young consumers, on the other hand, tend to follow the spending habits of the majority of their group members. On the other hand, in Western societies, it is argued that young consumers tend to live independently and do not rely on others to help them live their lives. This is a dispute that needs to be clarified (Dharmesti et al., 2019). Therefore, our research hypothesis is as follows:
H2. Social Motives significantly influence online purchase intentions.

2.5 The Influence of Escapism Motives on Online Purchase Intentions

The Internet is a great place to escape from boring activities. Young consumers may shop online as a way to escape from routine. Previous studies have shown that involvement in social media and online gaming are major factors that lead to escape from everyday life (Dharmesti et al., 2019). Therefore, this evidence produces the following research hypothesis:
H3. Escapism Motives significantly influence online purchase intentions.

2.6 The influence of Value Motives on online purchase intentions

In a transaction, price, cost, and benefits are value motives. Modern living is considered important by millennials, so they are more likely to do what they think is good. Because millennials want to get the most benefits with the least sacrifice, this

characteristic influences their shopping behavior. These young consumers, who are referred to as "bargain hunters," seem to realize the power of online shopping to find the best price among many choices. (Dharmesti et al., 2019). This leads to the development of research hypotheses, namely:
H4: Value Motive significantly influences online purchase intentions.

3. Methods

This research is a type of quantitative research. Quantitative research is defined as a research method based on the philosophy of positivism, used to research a specific population or sample, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis (Sugiyono, 2019). The method used in this study is a survey. A survey is collecting information from a sample by asking through a questionnaire or interview so that it will later describe various aspects of the population. Researchers conduct surveys by distributing questionnaires to respondents. Questionnaires are used as a tool for collecting data and analysis.

Population is the entire object of research consisting of humans, objects, animals, plants, symptoms, test scores, or events as data sources that have certain characteristics in a study. (Hardani, 2020). The population in this study is the West Java millennial generation involved in online shopping. The sampling technique used is non-probability sampling. Non-probability sampling is a technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Hardani, 2020). The sampling design used is purposive sampling. Purposive sampling is a sampling technique where sample members are specifically selected based on research objectives (Hardani, 2020). The criteria in this study are social media users. A sample is a portion of a population taken using a sampling technique (Hardani, 2020). The sample used in this study was the millennial generation throughout Greater Bandung who were involved in online shopping.

To test the quality of the questionnaire instrument, this study uses validity and reliability tests. Validity is a test that shows the extent to which the measuring instrument we use is able to measure what we want to measure and not measure something else. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. (Ghozali, 2021). The validity test in this study was measured using the Pearson Correlation method., Validity measurement in research using Bivariate Pearson (Pearson Product Moment), namely Pearson Correlation, is calculated using the correlation between the scores of each question item with the total score (Rahmawati, 2017).

Reliability test is a test to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answer to the question is consistent over time. (Rahmawati, 2017). The reliability of a measurement states the extent to which the measurement is without error. To test reliability, Cronbach's alpha is used as a benchmark where Cronbach's alpha is a reliability coefficient that shows how well items in a set are positively correlated with each other. (U. Sekaran, 2017).

Testing the influence of Attitude on Online Shopping, Social Motives, Escapism Motives, and Value Motives on Online Shopping Intention using Multiple Linear Regression. Data processing in this study used SPSS, namely IBM SPSS version 25.

4. Result and Discussion

4.1 Validity Test Results

Validity testing is a procedure used to ensure that the instrument or measuring tool used in research actually measures what it is supposed to measure.

Table 1. Validity Test

Variable	Indicator	R Count	R table	Result
Attitude on Online Shopping (X1)	AOS1	0,839	0,1501	Valid
	AOS2	0,913	0,1501	Valid
	AOS3	0,876	0,1501	Valid
Social Motives (X2)	SM1	0,872	0,1501	Valid
	SM2	0,784	0,1501	Valid
	SM3	0,774	0,1501	Valid
Escapism Motives (X3)	EM1	0,789	0,1501	Valid
	EM2	0,846	0,1501	Valid
	EM3	0,859	0,1501	Valid
Value Motives (X4)	VM1	0,778	0,1501	Valid
	VM2	0,883	0,1501	Valid
	VM3	0,855	0,1501	Valid
	VM4	0,854	0,1501	Valid
Online Shopping Intention (Y)	OSI1	0,839	0,1501	Valid
	OSI2	0,921	0,1501	Valid
	OSI3	0,934	0,1501	Valid
	OSI4	0,739	0,1501	Valid

After conducting validity testing using Pearson correlation in table 1 above, we found that the calculated R count for each indicator of each variable (Attitude on Online Shopping, Social Motives, Escapism Motives, Value Motives, and Online Shopping Intention) is greater than the calculated R table. This result shows that all variables are valid and can be analyzed further.

4.2 Reliability Test Results

Reliability testing is a procedure used to measure the extent to which the results of a measurement or research instrument are consistent and reliable.

Table 2. Reliability Test

Variable	Nilai Cronbach's Alpha	Result
Attitude on Online Shopping (X1)	0,848	Reliable
Social Motives (X2)	0,740	Reliable
Escapism Motives (X3)	0,776	Reliable
Value Motives (X4)	0,859	Reliable
Online Shopping Intention (Y)	0,884	Reliable

Reliability testing in table 2 shows that the Cronbach's alpha value for each variable (Attitude on Online Shopping, Social Motives, Escapism Motives, Value Motives, and Online Shopping Intention) is greater than 0.06. This indicates that all question indicators for each variable are reliable and can be analyzed further.

4.3 Classical Assumption Test

Classical assumption tests are a series of tests conducted in regression analysis to ensure that the data used meets the basic assumptions required for the regression model

to produce valid and reliable estimates. The classical assumption tests used in this study are the normality test, heteroscedasticity test, and multicollinearity test.

4.3.1 Normality Test

Normality test is a statistical procedure used to test whether the data used in the analysis follows a normal distribution. It is important to ensure that the data meets the classical assumptions so that the regression model built can provide accurate and valid results. The Normality Test in this study uses the One-Sample Kolmogorov-Smirnov Test.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		172
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.52729378
Most Extreme Differences	Absolute	.070
	Positive	.044
	Negative	-.070
Kolmogorov-Smirnov Z		.918
Asymp. Sig. (2-tailed)		.369

a. Test distribution is Normal.
b. Calculated from data.

In the normality test in table 3 above, we can see that the Asym. Sig. (2 tailed) value is greater than 0.05. This indicates that the data is normally distributed, so it can be said to meet the normality test limits and can be analyzed further.

4.3.2 Multicollinearity Test

Multicollinearity test is a test conducted to identify whether there is a very strong relationship (high correlation) between two or more independent variables in a regression model. The provisions in multicollinearity testing are if the VIF value is below 10 and the tolerance value is greater than 0.1 then there is no multicollinearity.

Table 4. Multicollinearity Test

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.385	1.006		1.377	.170		
Attitude_On_Online_Shopping	.382	.113	.252	3.390	.001	.603	1.660
Social_Motives	.157	.082	.132	1.909	.058	.699	1.431
Escapism_Motives	.057	.064	.057	.903	.368	.835	1.198
Value_Motives	.431	.075	.405	5.768	.000	.678	1.476

a. Dependent Variable: Online_Shopping_Intention

In Table 4 regarding the multicollinearity test, we can see that the VIF value of each variable (Attitude on Online Shopping, Social Motives, Escapism Motives, Value Motives, and Online Shopping Intention) is smaller than 10 and the tolerance value of each variable (Attitude on Online Shopping, Social Motives, Escapism Motives, Value

Motives, and Online Shopping Intention) is greater than 0.1. This indicates that the data is free from multicollinearity and can be analyzed further.

4.3.2 Heteroscedasticity Test

The heteroscedasticity test is a test used to test whether the variance of the residuals in a regression model is constant across the range of values of the independent variables.

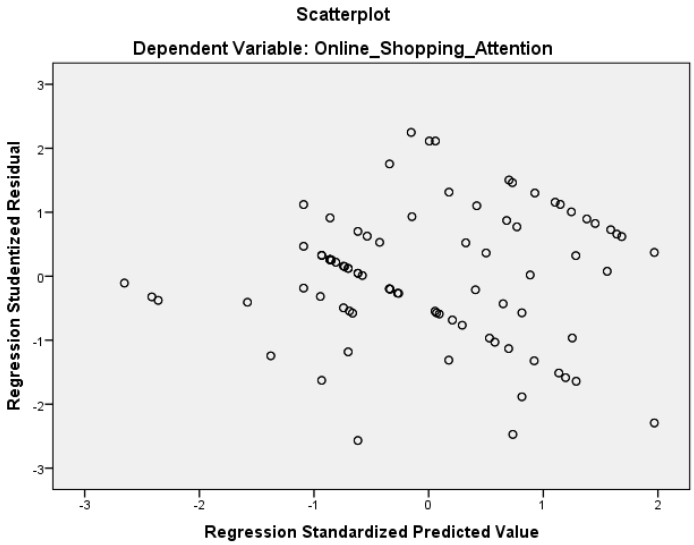

Figure 1. Heteroscedasticity Test

In figure 1 regarding heteroscedasticity testing, we can see that the data distribution does not have a particular pattern and is above and below the number 0 on the Y axis. This indicates that heteroscedasticity does not occur.

4.4 Multiple Linear Regression

Multiple Linear Regression is a statistical technique used to model the relationship between one dependent variable and two or more independent variables. This technique assumes that there is a linear relationship between the dependent variable and the independent variables, which allows us to predict the value of the dependent variable based on the values of the independent variables.

In this study, we used a multiple linear regression model where the independent variables are attitude on online shopping (X1), social motives (X2), escapism motives (X3), and value motives (X4). While the dependent variable is online shopping intention. The following are the results of data processing related to multiple linear regression:

Table 5. Multiple Linear Regression Test

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.385	1.006		1.377	.170		
Attitude_On_Online_Shopping	.382	.113	.252	3.390	.001	.603	1.660
Social_Motives	.157	.082	.132	1.909	.058	.699	1.431
Escapism_Motives	.057	.064	.057	.903	.368	.835	1.198
Value_Motives	.431	.075	.405	5.768	.000	.678	1.476

a. Dependent Variable: Online_Shopping_Intention

From table 5 above, we can find the values:

a) Constant = 1.385
b) Attitude on Online Shopping = 0.382
c) Social Motives = 0.157
d) Escapism Motives = 0.057
e) Value Motives = 0,431

The above values show the multiple linear regression equation, namely Y = 1.385 + 0.382 (X1) + 0.157 (X2) + 0.057 (X3) + 0.431 (X4). The regression equation shows that the constant value is 1.385, so when it is assumed that the independent variable is constant; the result is that Attitude on Online Shopping will increase. X1 with a value of 0.382 shows that when social motives, escapism motives, and value motives increase, it will increase attitude on online shopping by 0.382 assuming that other factors do not change. X2 with a value of 0.157 shows that when attitude on online shopping, escapism motives, and value motives increase, it will increase social motives by 0.157 assuming that other factors do not change. X3 with a value of 0.057 shows that when attitude on online shopping, social motives, and value motives increase, it will increase escapism motives by 0.057 assuming that other factors do not change. X4 with a value of 0.431 shows that when the attitude on online shopping, social motives, and escapism motives increases, it will increase the value of motives by 0.431, assuming that other factors do not change.

4.4 Hypothesis Testing

4.4.1 Partial Testing

The purpose of partial testing is to determine whether or not there is an influence of each variable X1, X2, X3, and X4 on variable Y. The level of significance in this study is 0.05. The following are the results of partial testing:

Table 6. Partial Testing

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.385	1.006		1.377	.170		
Attitude_On_Online_Shopping	.382	.113	.252	3.390	.001	.603	1.660
Social_Motives	.157	.082	.132	1.909	.058	.699	1.431
Escapism_Motives	.057	.064	.057	.903	.368	.835	1.198
Value_Motives	.431	.075	.405	5.768	.000	.678	1.476

a. Dependent Variable: Online_Shopping_Intention

From table 7, we can see that:

a) Sig. value for the attitude on online shopping variable = 0.001 and is smaller than α = 0.05. This means that attitude on online shopping affects online shopping intention.
b) Sig. value for the social motives variable = 0.058 and is greater than α = 0.05. This means that social motives do not affect online shopping intention.
c) Sig. value for the escapism motives variable = 0.368 and is greater than α = 0.05. This means that escapism motives do not affect online shopping intention.
d) Sig. value for the value motives variable = 0.000 and is smaller than α = 0.05. This means that value motives affect online shopping intention.

4.4.2 Simultaneous Testing

Simultaneous testing to determine whether all independent variables simultaneously affect the dependent variable.

Table 7. Simultaneous Testing

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	315.819	4	78.955	33.056	.000[b]
	Residual	398.879	167	2.388		
	Total	714.698	171			

a. Dependent Variable: Online_Shopping_Attention

b. Predictors: (Constant), Value_Motives, Escapism_Motives, Social_Motives, Attitude_On_Online_Shopping

From table 7 on simultaneous testing, we can see the sig. value is smaller than the value of $\alpha = 0.05$, indicating that attitude on online shopping, social motives, escapism motives, and value motives simultaneously or together influence online shopping intention.

4.4.3 Testing the Coefficient of Determination

The determination coefficient test is to see how much influence attitude on online shopping, social motives, escapism motives, and value motives have on online shopping intention. The test results are shown below:

Table 8. Testing the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665[a]	.442	.429	1.54548

a. Predictors: (Constant), Value_Motives, Escapism_Motives, Social_Motives, Attitude_On_Online_Shopping

From table 9 above, we can see that the adjusted R Square value is 0.429, meaning that the influence of attitude on online shopping, social motives, escapism motives, and value motives on online shopping intention is 42.9% and the remaining 100% - 42.9%, namely 57.1%, is influenced by other factors.

4.5 Discussion

In the following, we will discuss the research results that have been shown above. First, the research results show that attitude on online shopping affects online shopping intention, these results support previous research (Utami & Handayanti, 2022). This indicates that customers have a positive attitude towards online shopping, they also state that online shopping is not something bad, and customers are wise in shopping online so that they can control their online shopping interests (Yang & Au-Gsb E, 2024).

Second, the results of further research show that social motives do not affect online shopping intention, these results support previous research where customers prefer to shop in stores or offline because they can meet many people, socialize with sellers, salespeople, and other buyers, and many other parties recommend shopping in physical stores which reduces interest in shopping online (Yang & Au-Gsb E, 2024).

The results of the third study show that escapism motives do not influence online shopping intentions, supported by previous research that customers feel that when

shopping online, they experience a bad shopping experience, customers do not enjoy shopping, and they feel that shopping online actually adds to the problem (Mir, 2021).

The results of the latest research show that value motives influence online shopping intention. This result is supported by previous research where smart customers shop online when buying goods at discount prices so that spending is smaller, they also like to look for products with the lowest prices in online shopping, and customers realize that online offers are more attractive than offline which makes consumers always excited and have an interest in shopping online (Ang, 2023).

5. Conclusion

The conclusion in this study contains a brief summary that answers the existing problem formulation. Based on the research that has been done, we draw several conclusions, namely:

1) Attitude on online shopping affects online shopping intention. This indicates that attitudes towards online shopping are directly proportional to online shopping interest.
2) Social motives do not affect online shopping intention. This means that customers with high social motives will not be interested in shopping online. This is because in online shopping consumers do not socialize with other people.
3) Escapism motives do not affect online shopping intention. This shows that customers feel that shopping online does not make them feel a pleasant shopping experience.
4) Value motives affect online shopping intention. This concludes that customers are now smart where they choose to buy goods online because the prices offered are cheaper than in offline stores.

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