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The Effect of Attitude Toward Advertising in the Relationship between Value-expressive Function and Purchase Intention Toward Kopitiam (Coffee Shop)

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Abstract: In Malaysia, a new coffee culture has emerged since the introduction of American coffee shops namely Starbucks and Coffee Beans and Tea Leaf Company around 1997 and 1998. A few numbers of traditional coffee shops owned by Malaysian-Chinese were transformed into modern coffee shop (Kopitiam) to meet the needs of society. Advertising on these coffee shop started to emerge in both print and electronic media. However, there are many negative news were reported by the mass media with regards to the doubtful of Halal status. Thus, this study investigates whether the advertisements can really persuade the consumers to have a positive attitude toward Kopitiam. This study examines the role of attitude towards advertising as a mediator in the relationship between consumer's value-expressive function and purchase intention toward controversial coffee shop in Malaysia. This study aims to understand how attitude toward advertising can influence Muslim consumers' in Malaysia. This study applies the Functional Theory of Attitudes to support this framework. In this study, non-probability sampling was used. The respondents consisted of students from six universities, selected from rural and urban locations. Data were collected through self-administered surveys and a total of 242 usable responses were accepted for the purpose of this study. The finding shows that there is a strong relationship between consumer's value-expressive function and purchase intention toward Kopitiam. This study also reveals attitude towards advertising mediates the relationship between consumer value-expressive function and purchase intention. It can be postulated that Muslim consumers' value-expressive were influenced by the advertising of Kopitiam. This study should stimulate marketer the important of attitude toward advertising and value-expressive function as important resources into their marketing approach toward Muslim consumers' purchase intention in Malaysia.

Keywords: Value-Expressive, Attitude towards Advertising, doubtful Halal status, Purchase Intention, Marketing to Muslim consumers

1. INTRODUCTION

In Malaysia, a new coffee culture has emerged since the introduction of American coffee shops namely Starbucks and Coffee Beans and Tea Leaf Company around 1997 and 1998. This coffee culture has been a popular culture with little addiction of branding and modernism in local society (SitiNurbaya, 2010). Consequently, advertising on these Kopitiam started to emerge in both print and electronic media (Mohd Sobhi *et al.*, 2011). It's promotions through these advertisements have influenced the society. For example, Old Town White Coffee had introduced an advertising entitled "LatTaliLat" on television. Other Kopitiam also used radios, websites and social networking to promote their brands (Mohmad Yazam *et al.*, 2011).

The rapid growth of Kopitiam shows that the Malaysian society has accepted the concept of this modern coffee shop (Rashiqah, 2010). Kopitiam means coffee shop, it is a merging of two different cultures, which is Malay culture through the word 'Kopi' (coffee) and the Chinese culture in the Hokkien dialect through the word 'Tiam' (Shop) (Mohmad Yazam *et al.*, 2011). For instance, Killiney Kopitiam started this culture in year 2000, followed by others such as Uncle Lim's Kopitiam, Old Town White Coffee in 2005, Kluang Station Kopitiam and many others. The middle and upper class community have chosen Kopitiam as a meeting place to socialize, discuss business projects and many other activities.

Nevertheless, a significant number of negative news were reported highlighting issues such as the Halal logo and certificates, the use of pork based gelatin in Kopitiam food and beverages and the distrust of the chicken slaughtering process. Halal certification is not compulsory for Kopitiam operators in Malaysia. However, by obtaining and displaying the Halal logo, it is helping to attract Muslim consumers. Nonetheless, there are many Muslims in this country who still visit these Kopitiam without doubts even though the media often show the distrust of Halal status food and drinks at Kopitiam (Zulkefli, 2010), especially university students, government and private professionals as well (Abdul Karim, 2010).

The uncertainty of whether the advertisements can really persuade the consumers to have a positive attitude toward Kopitiam is still unsolved (Mohmad Yazam *et al.*, 2011). It shows that many Muslims in Malaysia still visit the non-certified Kopitiam even though there is a lot of negative news with regards to Halal status. In view of that, this paper essentially examines the role of attitude towards advertising as a mediator in the relationship between consumer's value-expressive function and purchase intention toward controversial coffee shop in Malaysia. In particular, this paper refers to some of which needs more attention on the role of attitude towards advertising as a mediator on the relationship between value-expressive and purchase intention.

This study applied the Functional Theory of Attitudes to support this framework. The understanding of value drivers (value-expressive) as consumption motivations has continued to deeply interest researchers of the last decade. Previous studies reveals that the most common functions which are used in advertising campaigns that appeal to consumer behaviours are the value-expressive functions (Park *et al.*, 1986; Snyder & DeBono, 1985). The value-expressive function involves attitudes which express consumer self-concepts or their own personal-held. In some cases, it helps consumers to move closer to their "ideal" self-concept. For instance, luxury goods are specifically products that are portrayed to consumers as a sense of lifestyle and personal achievement. Most of these attitudes and images are reflected in the print advertisements consumers see. Consumer forms an attitude not because of the product benefits, but because of what the product tells about him as a person. Past studies have stated that the Kopitiam

has influence the middle and upper class community to choose Kopitiam as a meeting place to socialized, discuss business projects and many other activities.

Therefore, this paper would contribute to a better understanding of Functional Theory of Attitudes that can offer theoretical explanations about the main and interactive effects of value function/ psychological needs (value-expressive) on consumers' evaluation toward advertising and purchase intentions.

To arrive at conclusive results survey method is used for purpose of data collection and quantitative approach has been employed as well. The primary data are gathered through a four-month survey accomplished in April 2015. Respondents consisted of 375 consumers in Malaysia.

To begin the discussion, this paper is structured as follows. Subsequent to this introduction, Section 2 continues with a review of related literature in streams of research on value-expressive function and purchase intention that influence consumer response to advertising. Section 3 briefly explains the method and data used, while Section 4 explains the empirical results as well as discusses the relevant implications and marketing consequences. The final section concludes the study.

2. LITERATURE REVIEW

2.1. Functional Theory of Attitudes

In this present purpose, the definition of value-expressive function that was used is based on the Functional Theory of Attitudes by Katz (1960). Psychologist Daniel Katz (1960) developed the Functional Theory of Attitudes to explain how attitude facilitates social behaviour. For example, the relevant attitude will be activated when a decision has to be made about an object. Functional Theory of Attitudes represents four functions such as, utilitarian, value expressive, ego-defensive and knowledge functions. This theory posited that attitudes fulfil the psychological needs of the individual (Olson & Zanna, 1993). It addresses the motivational basis of consumers' attitudes or the functional underpinning of their attitudes.

Based on this theory, attitude function is defined as the basic of consumers' psychological needs, motivation or justification of what ordinary people are looking for when purchasing a product or service. Consumers form attitudes based on the degree to which they satisfy different psychological needs (functions), which are determined by consumer's motives (Katz, 1960).

Each attitude functions as a means to attain a higher abstract goal. People are motivated to live up to their values from this. To better understand the link between values and behaviour, Defever et al. (2011) emphasized that a study needs to approach attitude functions as motivational mental constructs. The value-expressive function involves attitudes which express consumer self-concepts or their own personal-held. In some cases, it helps consumers to move closer to their "ideal" self-concept.

2.1.1. Value-Expressive Function

According to Snyder and DeBono (1985), value-expressive (image) or symbolic appeal is one of the common approaches used in advertising to influence consumer behaviour. Ogilvy (1963) added that image strategy could create a "personality" for the product or the product user. These include product

symbolism (Csikszentmihali & Rochberg-Halton, 1981), consumer self-concept (Solomon, 1983), symbolic consumption (Belk 1985), soft-sell advertising (Snyder & DeBono, 1985), and lifestyle research (Anderson & Golden, 1984). Value-expressive may impact advertising through self-congruity which is defined as “the match between the product’s value-expressive attributes (product-user image) and the audience’s self-concept” “ (Sirgy, 1982).

Sirgy and Johar (1991) stated that self-concept involves four types of self-image. They are, (1) An actual self-image (an individual has of himself), (2) An ideal self-image (an image one aspires to have), (3) A social self-image (how one is viewed by others), (4) An ideal social self-image (imagined image one aspires others to have of him). For instance, a sports car may have a product-user image of an outgoing, youthful, sexy or classy owner. The potential consumer may think of themselves as outgoing, youthful, sexy or classy. Thus, the greater the similarity between the product image and the consumer’s actual self-image, the greater the likelihood of persuasion. In turn, it enhances the consumer’s positive attitude toward the product.

According to Johar and Sirgy’s (1991) research, they argued that value-expressive advertising appeal has favourable responses when the perceived characteristics of the product is value-expressive. Johar and Sirgy (1991) proposed a conceptual framework showing the congruence between perceived product characteristics and related advertising appeals that can develop an effective advertising message. In addition, the advertiser may be able to select the appropriate appeal (value-expressive) by matching the product value-expressiveness with the consumer’s route to persuasion (self-congruity versus functional congruity).

In line with Johar and Sirgy’s research on attitude functions, Shavitt (1990) found that when the advertisement contained a particular attitude function that associated with certain consumer products in the advertising, consumers would have more positive responses to the brand, purchase intention and advertising appeals. Specifically, the ads containing utilitarian appeals will exhibit favourable responses toward utilitarian products like coffee or air conditioner. Whereas, the advertisement expressing value-expressive appeals, elicited a favourable thought toward value-expressive products such as flag and greeting cards.

On the basis of the comprehensive literature review, the analysis of research on attitude functions identifies a knowledge gap in the use of attitude functions, especially in advertising research. Even though the attitude functions indicate a strong relationship with consumers’ attitude towards advertising (Shavitt *et al.*, 1992), previous studies have almost ignored the effects of advertising messages in terms of consumer’s psychological needs and associated attitudes in order to understand persuasive communication effects.

On the other hand, the previous attitude functions research focusing on advertising (DeBono & Packer, 1991; Ennis & Zanna, 1993, 2000; Johar & Sirgy, 1991; Shavitt, 1990) presented considerable empirical evidence that attitude function based advertising appeals have positive effects on consumer attitude toward the advertising and purchase intention when advertising appeals are matched to specific attitude functions measured indirectly or directly. Therefore, it is proposed here that Muslim consumers’ with high value-expressive function would have a favourable attitude towards the advertisement and may generate positive reaction toward purchase intention.

2.2. The role of attitude towards advertising as a mediator

Advertising is defined as ‘drawing attention to something’, or notifying or informing somebody of something (Dyer, 1999). Advertising means something different to different people. Advertising is a business, an institution, an art and a cultural phenomenon. Fishbein (1967) defined attitude as “a learned predisposition of human beings”. It is an individual personal evaluation, emotional feeling attached and action tendency toward some objects or ideas (Kotler, 2000). While Krech and Crutchfield (1948) stated that attitude is “an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to any aspect of the individual’s world”. It is a hypothetical construct that represents an individual’s degree of like or dislike. The root of Katz’s functional approach to attitude is that different people might like or dislike some objects with equal intensity but for completely different reasons. Consumers can be clustered into homogenous groups on the basis of the functional profiles (utilitarian, knowledge) (Spivey *et al.*, 1983).

Attitude towards advertising is a “multidimensional construct with numerous definitions” (Heath & Gaeth, 1994). According to Mitchell and Olson (1981) and Shimp (1981), attitude towards advertising is an effective construct with a cognitive component and it is useful in clarifying the influences of advertising exposure on consumer brand beliefs, brand attitudes and purchase intentions. Bauer and Greyser (1968) carry the view of attitude towards advertising as consumer behaviour towards advertising. MacKenzie and Lutz (1989) declared that consumer behaviour towards advertising can be identified through consumers’ favourable or unfavourable response to a particular advertisement. Attitudes have turned into a central focus of many persuasion theories because social scientists consider that human behaviour is guided and directed by attitudes, especially the relationship between consumer’s attitude towards advertising and advertising effectiveness (Mehta & Purvis, 1995).

Previous studies emphasized that attitude towards advertising play an important role in mediating the relationship between television exposure and purchase behaviour (Ugur & Abdulla, 1993). Some studies argued that attitude towards advertising will influence purchase behaviour (Durvasula *et al.*, 1999). For example, Goldsmith *et al.* (2000) found that there is supposedly a direct relationship between consumer attitude and purchase intention. Furthermore, attitude towards advertising have been used as a dependent variable in many earlier research studies (Holbrook *et al.*, 1987; Edell & Burke, 1987; Yi, 1990; Homer & Yoon, 1992) as well as an independent variable (Biehal *et al.*, 1992).

Past studies showed that consumer will be more persuaded by advertisement that match their values or needs (Julka and Marsh, 2000). This type of advertising is more favorable than advertising which is not matching their values. Positive response may be generated by this advertisement, which in turn, has a positive impact on purchase intention. Therefore, this advertising exposure may evoke positive attitudes in memory. In a similar vein, Defever *et al.* (2011) predicted that consumers who hold a largely positive view toward advertising are more affected by the ‘advertised values’ than the largely negative view toward advertising. Furthermore, an advertisement that has all functions of benefits working together is extremely valuable.. Thus, the following hypothesis is posed:

H1: *Consumer attitude toward advertising mediates the relationship between value-expressive function of consumers’ and purchase intention toward non-certified Kopitiam.*

Based on the past studies findings, this study intends to understand whether the advertisement of Kopitiam would influence Muslim consumers' in Malaysia to have a positive attitude toward Kopitiam and intent to purchase. This study examines the role of attitude towards advertising as a mediator in the relationship between value-expressive function and purchase intention. Therefore, based on the viewed above, the theoretical framework is presented in Figure 1.

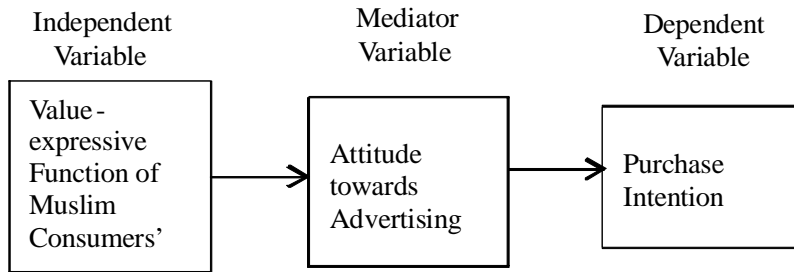


Figure 1: Theoretical framework

3. METHODOLOY AND DATA

In this study, non-probability sampling was used. A non-probability design involves the element in a population that is selected randomly, thus, in this study the sample subject is randomly selected (Sekaran, 2009). Furthermore, convenience sampling was taking place in which data is collected from respondents of the population who are conveniently available to provide it (Sekaran, 2009).

The population of this study is Muslim consumers. Data was collected by using personally administered questionnaires. A self-administered survey questionnaire was distributed to a total of 498 respondents, 83 respondents per university selected using a convenience sampling method. In specific, data was collected from a sample frame of MBA Muslim students residing in six universities in Malaysia namely, Universiti Sains Malaysia (USM), Universiti Kebangsaan Malaysia (UKM), University Malaya (UM), Universiti Utara Malaysia (UUM), Universiti Malaysia Kelantan (UMK) and Universiti Malaysia Terengganu (UMT). In specific, USM located in Penang and UM and UKM, located in the Klang Valley are considered as city campus or urban areas. While UUM located in Kedah, UMK in Kelantan and UMT located in Terengganu are considered as rural campus or less urban campus.

Since past studies have shown that higher education students are among the most active visitors of Kopitiam, It is suitable enough to use postgraduate students' samples as a sample frame for this present study. On the other hand, university students have been a research method practiced worldwide for many years, because of their accessibility to the study and homogeneity as a group (Calder *et al.*, 1981). In addition, behavioural scientists often assume that higher education students have the same characteristics as all other human beings.

Respondents were presented with one print advertisement of non-certified Kopitiam. The statement in the advertisement clearly states the name of the Kopitiam company without the Halal Logo. After viewing the advertisement, respondents were asked to fill out the questionnaires that included measures value-expressive, attitude towards advertising and purchase intention. Relying on the assigned advertisement of non-certified Kopitiam, respondents were asked to (1) provide demographic data, (2)

see and read stimulus advertisement, (3) answer the value-expressive questions, (4) evaluate the advertisement and (5) indicate their purchase intention. The variables of this study were operationalized based on the instruments which were adopted from previous studies. The instruments were adopted based on the suggestions of past research.

4. RESULT AND CONCLUSION

4.1. Response Rate

Table 4.1 summarizes the response rate of this study. The target population of this research was 498 respondents, presented as Master in Business Administration (MBA) students in Malaysia. The respondents consisted of students from six public universities, selected from two different locations, firstly, the Klang Valley (comprising Selangor and Kuala Lumpur) and Penang (considered as urban areas), and secondly, Kelantan, Terengganu and Kedah (considered as less urban areas). Universiti Sains Malaysia (USM), Universiti Malaya (UM) and Universiti Kebangsaan Malaysia (UKM) are considered as city campus located in urban areas, whereas, Universiti Utara Malaysia (UUM), Universiti Malaysia Kelantan (UMK) and Universiti Malaysia Terengganu (UMT) are considered as less urban campus located in less urban areas.

Table 1
Response Rate

<i>Description</i>	<i>Result</i>
Total questionnaires distributed to the respondents	498
Blank questionnaires returned (without participation)	76
Potential respondents for the study	412
Complete questionnaires returned	242
Returned questionnaires (partially answered)	133
Questionnaires not returned	47
Overall response rate	91.02%
Usable response rate	58.74%

After considering the sample size used by previous studies, the “rule of thumb” by Roscoe (1975) was employed. Roscoe (1975) stated that the “rule of thumb” emphasized that sample sizes larger than 30 and less than 500 are appropriate for most research and if the samples are to be broken into subsamples; (male/female, junior/senior etc.), a minimum sample size of 30 for each category is necessary. On the other hand, some previous research argued that the sample of above 200 is considered as large, such as Kline (1998) and Hair *et al.* (2006). Meanwhile, the sample size used by previous researchers in the attitude function study varies from 40 (Ennis & Zanna, 1993) to 522 (Anilkumar, 2013). Therefore, a maximum sample size of 498 respondents from those six universities with 83 respondents per university was employed for the current research.

After the screening process was carried out, 242 responses were considered complete and valid for data analysis. The result shows an overall response rate of 91.02 per cent and the rate of usable response of 58.74 per cent. The 242 questionnaires are an acceptable number in accordance to the general rule set

forth by Roscoe’s rule of thumb (Roscoe, 1975). Roscoe (1975) suggested that a sample size which is larger than 30 and less than 500 is appropriate for most research, if multiple regression analysis is used then the sample size should be preferably 10 times or more larger as the number of the dimensions in this research.

4.2. Factor Analysis on Variables Study

This study had performed factor analysis on value proposition (utilitarian, value expressive, ego-defensive, knowledge) variables based on previous research suggestions. The need to run exploratory analysis for the value proposition was apparent due to its measurements which were adapted from previous research that were conducted in the Western countries, although the measurements had been tested earlier. In the current purpose, the measurements were conducted in the Malaysian context, may therefore be different from those conducted in the Western countries.

Table 2
Factor Analysis on Value Proposition

<i>Items</i>	<i>Factor Loading</i>		
	<i>V-E</i>	<i>Aad</i>	<i>PI</i>
Value-Expressive			
The advertisement reflects much on me as a person	0.71		
Based on my attitude toward the ad it can be concluded how I am as a person.	0.78		
Declaring my attitude toward the ad I present some image about myself.	0.80		
My attitude toward the ad represents my general principles and values.	0.77		
With my attitude toward the ad I express own values and life principles.	0.77		
My attitude toward the ad enables behavior in accordance with my values.	0.76		
Through my attitude toward the ad others can figure real me.	0.67		
My attitude towards the ad is in accordance with my self-image.	0.68		
Attitude Towards Advertising			
Unfavorable/Favorable	0.82		
Good/Bad	0.87		
Enjoyable/Unenjoyable	0.87		
Not Fond of/Fond of	0.83		
Dislike very much/Like very much	0.84		
Irritating/Not irritating	0.71		
Well Made/Poorly Made	0.81		
Purchase Intention			
Probable/Impossible	0.86		
Likely/Unlikely	0.90		
Possible/Impossible	0.81		
Variance Explained (%)	54.28		67.27
Eigenvalues	73.13		
KMO	12.48		4.71
Bartlett’s Test Significant	2.19		
	0.94		0.90
	0.69		0.00***

Note: N=242, ***p<0.01, Items with factor loading less than 0.40 were deleted.

4.3. Hierarchical Regression Analysis

This section shows the results pertaining to the mediation effect of attitude towards advertising on the value-expressive function of Muslim consumers'. In order to test the mediating effect of attitude toward advertising on the relationship between value-expressive function and purchase intention, Hierarchical regression analysis was used. Following Barron & Kenny (1986), where the purchase intention was first regressed on the value-expressive function ($\beta = .627, p = .000$), using simple regression analysis, attitude towards advertising on value-expressive ($\beta = -.168, p = .001$), and purchase intention on value-expressive ($\beta = -.012, p = .000$) as shown in Table (3). All the relationships were significant and the regression coefficient of the relationship between value-expressive and purchase intention is slightly reduced in the final step but significant. Therefore, we can conclude that attitude towards advertising partially mediates the relationship between value-expressive and purchase intention and hypothesis H1 is supported.

Table 3
Attitude towards advertising as a mediator in the relationship between value-expressive function and purchase intention

<i>Dependent Variable</i>	<i>Beta</i>	<i>t</i>	<i>sig.</i>	<i>R2 F</i>	<i>R2</i>	<i>change</i>
<u>Analysis 1:</u>						
Value-Expressive to Purchase Intention	.627	15.43	.000	.393	238.08*	
<u>Analysis 2:</u>						
Value-Expressive to Attitude towards advertising	.168	3.277	.001	.028	10.741*	
<u>Analysis 3:</u>						
Attitude towards advertising to purchase intention	.032	775	.439	.019	6.996*	
Value-expressive function to purchase intention	.621	15.071	.000	.394	119.211*	.375
R2		.01	.24	.31		
Adjust R2		.01	.23	.07		
Significant F		.8815.33***	9.65***			

4.4. Discussion and Conclusion

The objective of this study is to contribute to the existing literature by examining the mediating effects of consumer attitude towards advertising in the relationship between value-expressive function and purchase intention. The study reveals that attitude towards advertising correlates positively with value-expressive function and purchase intention which reflects that the more positive attitude towards advertising the more positive attitude the respondent develops toward Kopitiam. It can be argued that Kopitiam serves value-expressive function of consumers, which may influence the Muslim consumers' attitude.

The finding of this study indicates that the consumer attitude towards advertising is found to be positively and significantly influenced by the purchase intention of respondents. The advertising of Kopitiam that matches consumers' value expressiveness is more favourable, and may lead to a positive impact on purchase intention. In other words, the more people that have a positive attitude toward the advertisement, the more people would be likely to purchase the products and services. This result is in line with Rashiqah (2010), who stated that the Malaysian society has accepted the concept of these

modern coffee shops due to the rapid growth of this industry. Its advertising campaigns directly or indirectly have become an influence to the society. This study suggests that advertising strategies on the food and beverages industry must be value-expressive oriented in all their marketing activities in order to generate a favourable attitude toward advertisements, products and services. This study also found that Muslim consumers in Malaysia are more likely to respond more positively on advertisement that consist value-expressive function.

In addition, it is possible to say that Muslim consumers' believed that the modern Kopitiam can serve them value and social classification that the Kopitiam symbolizes. They believed that the Kopitiam can serve them value and social identity as a sign of wealth and status. Previous studies have stated that the middle and upper class community have chosen Kopitiam as a meeting place to socialize, discuss business projects and many other activities (Rashiqah, 2010). In line with this findings, Ishak et al. (2013) emphasized that the Kopitiam's modern ambience, contemporary interior décor without ethnic characteristics, and the use of Muslim workers attracted Muslim consumers'. Postrel (2004) also has stated that luxury goods are specifically products that portray to consumers a sense of lifestyle and personal achievement. Most of these attitudes and images are reflected in the print advertisements consumers see. Therefore, it can be concluded that value expressive function is a Muslim consumers' internal motivation that drive the purchase intention toward the non-certified Kopitiam.

The finding of this study reveals that Muslim consumers' attitude toward the advertisement of non-certified Kopitiam mediates the relationship between the value-expressive function and purchase intention. Although there are so many controversies with regard to the Halal status of many Kopitiam in Malaysia, it shows that the advertisement of Kopitiam has positively influenced Muslim consumers' in Malaysia. Nurbaya (2010), she found that modern Kopitiam attracted young Muslims; without prejudice as they visit fast food restaurants and western branded coffee shops, such as Starbucks and Coffee Bean.

The finding of this study should educate managers on the fact that value expressive function influence Muslim consumers' attitude towards advertising, which could help managers and advertisers in Malaysia to design effective advertising strategies. Besides, consumer attitude towards advertising is one of the influential indicators of advertising effectiveness (Mehta, 2000), where effective advertising leads to favourable brand evaluations and successful advertising campaigns. Thus, Malaysian managers should be encouraged to devote their efforts to advertisers to consider the use of value expressive function in advertising strategies that can enhance consumer evaluations toward advertisement as well as consumer purchase intentions.

Hence, it is a hope that the work in this study can serve as an initial foundation for future theoretical and managerial development.

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