

How Hedonic Motives and Impulsive Shopping Tendencies Shape Gen-Z Online Shopping Behavior

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ABSTRACT

This study aims to determine the effect of hedonic motives on the online shopping behavior of Generation Z consumers in Shopee Mall, Jakarta with impulsive shopping tendencies (IST) as a mediating variable. A quantitative cross-sectional survey was conducted based on the Stimulus-Organism-Response (S-O-R) theory and the Theory of Planned Behavior (TPB). A total of 155 valid respondents were selected by purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.1.1.5. The measurement model demonstrated adequate convergent validity (outer loadings 0.722–0.840; AVE > 0.50), discriminant validity (HTMT criterion; Henseler et al., 2015), and composite reliability (0.842–0.873). Structural model results indicate that hedonic motives significantly and positively influence impulsive shopping tendencies ($\beta = 0.518$, $p < 0.001$) and online shopping behavior directly ($\beta = 0.395$, $p < 0.001$). Impulsive shopping tendencies also significantly predict online shopping behavior ($\beta = 0.367$, $p < 0.001$). The combined model explains 44.1% of variance in online shopping behavior. These findings confirm the partial mediation role of impulsive shopping tendencies in the hedonic motives–online shopping behavior relationship. The study contributes theoretical extensions of S-O-R to premium e-commerce platforms and provides practical implications for platform operators seeking to leverage hedonic engagement while promoting responsible consumption among young consumers.

Keywords: Hedonic motives; Impulsive shopping tendencies; Online shopping behavior; Generation Z; Shopee Mall

INTRODUCTION

E-commerce in Indonesia is booming, the market is expected to grow from USD 354.6 billion in 2024 to USD 760.8 billion in 2033 (Statista, 2024). This trajectory is supported by increasing internet penetration, growth in mobile commerce and a young digitally native population. A key demographic driving this shift forward is Generation Z, born 1997-2012, a hugely important consumer segment. According to DataReportal (2025), Indonesia has more than 185 million active Internet users with a huge percentage of Gen-Z shopping on the internet daily. Gen-Z consumers are digital natives, well-versed in navigating e-commerce platforms, and their purchasing decisions are more often based on emotional engagement, social influence, and experience-seeking than rational evaluation (Dewi & Mahemba, 2024).

Premium e-commerce segments such as Shopee Mall have emerged as strategically important channels in this rapidly evolving environment. Shopee Mall is a curated marketplace within the broader Shopee platform, offering verified brand stores that ensure product authenticity and increased buyer protection (Asih, 2024). There is a paradox of “high engagement-low conversion”, whereby conversion rates are disproportionately low on premium platforms, despite high levels of user engagement (e.g., extensive browsing, wishlisting and cart-filling behaviors) (Alamin et al., 2023). This difference between browsing behaviour and actual purchasing suggests the existence of psychological mechanisms that either facilitate or hinder the switch from hedonic browsing to transactional behaviour.

Previous studies have well documented the role of hedonic motives in shaping consumer behaviour in online contexts. Hedonic motives relate to the pleasure, enjoyment and emotional gratification consumers derive from the shopping experience itself, independent of the functional utility of goods purchased (Arnold & Reynolds, 2003; Park et al., 2012). Despite the fact that a number of studies have established a positive association between hedonic motives and online shopping behaviour (Kumar et al., 2024; Saputra & Kuswati, 2024), the process of hedonic engagement resulting in actual purchasing behaviour has not been sufficiently studied. The literature especially reveals a lack of understanding of the mediating role of impulsive shopping tendencies (IST) as a consumer’s natural predisposition towards impulsive and unplanned purchase decisions (Rook & Fisher, 1995)—hedonic motives—online shopping behavior relationship in the context of premium e-commerce. Research on digital consumer behavior in emerging markets also underscores how e-commerce operators can leverage the strategic embedding of hedonic and urgency triggers (Felix & Rembulan, 2023a) to develop platforms that can change passive engagement into active purchase behavior.

This research is motivated by several theoretical and empirical gaps. Previous studies have theoretically examined the direct effects of hedonic motives on purchase outcomes, but have not considered the mediating psychological processes that convert emotional states into behavioral responses (Coelho et al., 2023). The Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974) and the Theory of Planned Behavior (TPB; Ajzen, 1991) have not been systematically applied in premium e-commerce environments where hedonic and impulsive processes are operating concurrently. There is a dearth of empirical research on Gen-Z shopping behaviour in emerging market contexts, specifically on premium platforms in Southeast Asia. Jakarta, as a primary digital commerce hub in Indonesia, provides a unique context where fast digital adoption meets culturally specific consumption practices.

The present study is mainly based on the Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974). The S-O-R paradigm assumes that environmental stimuli (S) lead to internal organismic states (O), including cognitive and affective processes, which are then evoked by behavioral responses (R). The current research considers stimuli dimension as stimuli created by the platform such as visual design, promotional content and product curation on Shopee Mall; organismic states as hedonic motives and impulsive shopping tendencies; and behavioral response as online shopping behavior. The S-O-R framework is especially relevant to the study of impulsive and emotional consumer behaviour because it can incorporate non-rational decision-making processes that bypass deliberate cognitive processing (Chang et al., 2011; Peng & Kim, 2014).

The behavioral component of the model was also explained by the Theory of Planned Behavior (TPB; Ajzen, 1991). In the integrated framework, the hedonic motives are the affective

attitude component, impulsive shopping tendencies are a kind of behavioral intention, which is enhanced by the emotional arousal, and online shopping behavior is the performed action. Additional theoretical support is found in the Affective Events Theory (Weiss & Cropanzano, 1996), which describes how discrete emotional experiences during shopping accumulate to influence pattern of behavior over time. The integrated application of these theories offers a holistic view for understanding the emotional antecedents and behavioural consequences of hedonic consumption in the digital environment.

Hedonic motives are the pleasure, entertainment, and emotional gratification a person gets from the shopping experience of just buying (Arnold & Reynolds, 2003). Park et al. (2012) have proposed hedonic shopping motives in multi-dimensions, which include adventure seeking, gratification shopping, role shopping, value shopping, social shopping and idea shopping. This hedonic drive is even stronger online due to the platform design features – personalized recommendations, gamified interfaces, rich visuals of products and interactive elements such as live streaming and augmented reality (Dewi & Mahemba 2024). The most vulnerable target exposed to hedonic cues naturalized by e-commerce platforms is Gen-Z consumers, known to disappear in the rabbit hole of experiential consumption and digital hyper-reality (Christin et al., 2025). The effectiveness of hedonic platform stimuli to induce engagement and purchase behavior has been further validated in the context of Indonesian digital commerce (Felix et al., 2024).

Impulsive shopping tendencies (IST) are the dispositional tendency of a consumer to make unplanned, spontaneous purchases that are accompanied by increased emotional arousal and decreased cognitive deliberation (Rook & Fisher, 1995). It is important to distinguish IST as a personality trait, a stable disposition, from actual impulse buying, which is a situational behavioral state. Consumers with high IST are more vulnerable to environmental cues like flash sales, scarcity cues, social proof, and one-click checkout mechanisms prevalent on today's e-commerce platforms (Nyrhinen et al., 2024). The digital environment is especially fertile for impulsive purchasing due to the reduced friction in transactions, mechanisms for instant gratification and constant exposure to promotional stimuli (Ngo et al., 2024). Anoop and Rahman's (2025) systematic review of 25 years of impulse buying research confirmed that IST functions as a robust predictor of actual purchasing behavior across diverse online contexts.

Online shopping behavior (OSB) is a multi-dimensional concept that can be viewed as the actual buying behaviors consumers display through making purchases online; it includes purchase frequency, expenditure amount, product type variety and platform preference (Howard & Sheth, 1969; Sheth 2020). Under the impact of post-pandemic, OSB is gradually becoming an emotional symbol and collaborative behavior model for enterprises in science and technology products (Ji et al., 2022). When it comes to shopping, the Gen-Z consumers display high platform switching tendency (Christin et al., 2025), they buy on online platforms that highly recommend by social media and purchase through entertainment commerce platform. In premium platforms, like Shopee Mall for example, OSB cannot be separated from trust regarding product authenticity, brand familiarity and perceived quality of shopping experience (Asih, 2024).

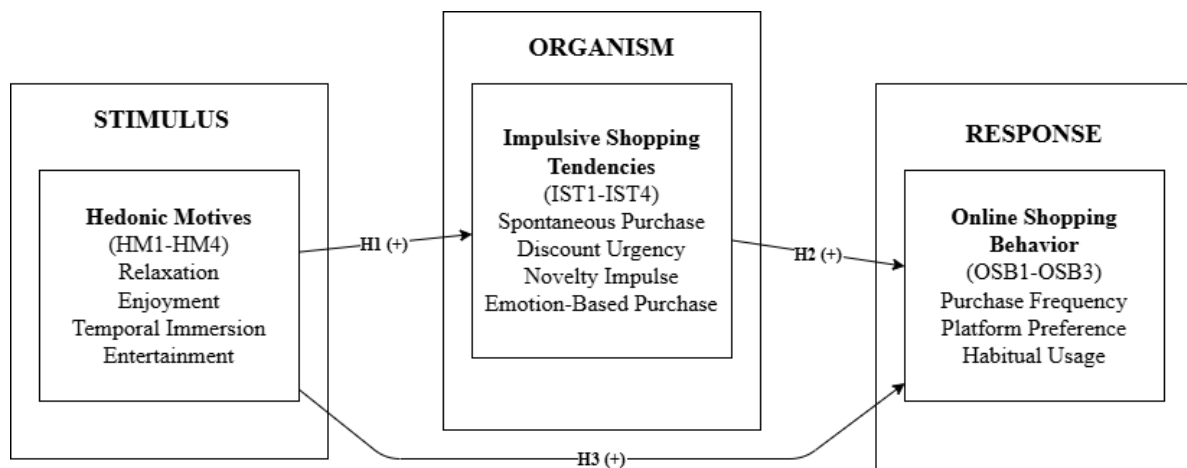


Figure 1. Conceptual Framework

To the S-O-R framework, hedonic stimuli e-commerce platforms are to affective organismic states of pleasure and cognitive control. Indrawati et al. (2022) a positive of hedonic motives impulsive shopping in the Indonesian e-commerce context, and Mashilo et al. (2025) are the primary antecedent of impulse- behavior. Therefore:

H1: Hedonic motives positively and significantly influence impulsive shopping tendencies among Gen-Z Shopee Mall users.

Impulsive shoppers have a lower psychological distance from behavioral intention to purchase. With little to no friction, checkout processes that are streamlined & gamification features which stimulate instant gratification empowers impulsive tendencies through directly affecting the conversion ratio within these digital environments (Anoop & Rahman, 2025). Kumar et al. (2024) establish IST as a consistent predictor of online shopping behavior across their systematic review. Therefore:

H2: Impulsive shopping tendencies positively and significantly influence online shopping behavior among Gen-Z Shopee Mall users.

This applies to some hedonic-driven behavior but not all. Consumers could also identify with 'planned hedonism,' intentionally using shopping as a pleasurable experience to self-reward and / or enjoy the leisure activity of shopping itself, without falling in the trap of impulses (Saputra & Kuswati, 2024). Hedonic motives, meanwhile, cultivate positive attitudes with online shopping that change behavioral traces, in a sequence that is not explained by impulsive mediating processes (TPB). Therefore:

H3: Hedonic motives positively and significantly influence online shopping behavior directly among Gen-Z Shopee Mall users.

The S-O-R framework implies a sequential process whereby hedonic stimuli first activate affective organismic states (impulsive tendencies), which then generate behavioral responses (purchasing behavior). Given that both direct and indirect effects are theoretically supported, partial mediation is expected. Therefore:

H4: Impulsive shopping tendencies mediate the relationship between hedonic motives and online shopping behavior among Gen-Z Shopee Mall users.

This study addresses these gaps by examining four interrelated research questions: (1) Do hedonic motives significantly influence impulsive shopping tendencies among Gen-Z Shopee Mall users? (2) Do impulsive shopping tendencies affect online shopping behavior significantly? (3) do hedonic motives impact significantly on online shopping behavior directly? (4) Do impulsive shopping tendencies mediate the association between hedonic motives and online shopping behavior? The answers to these questions will enable the study to extend S-O-R theory to premium e-commerce contexts, to clarify the mediating mechanism of IST in digital shopping, and to provide actionable insights for e-commerce practitioners. Similarly, Felix and Rembulan (2023b) highlighted the role of digital transformation in changing the customer experience of Indonesia's e-commerce platforms. Theoretical relevance of the premium-platform dynamics to understand the Gen-Z consumer behaviour.

METHODS

Research Design

This study adopted a positivist paradigm, quantitative, cross-sectional survey design. Explanatory research approach was used to test the causal relationships among hedonic motives, impulsive shopping tendencies and online shopping behaviour as proposed by the hypotheses.

Population and Sampling

The target population was Generation Z consumers (16–28 years) living in DKI Jakarta who had made at least one transaction on Shopee Mall within the previous three months. The sampling technique used was non-probability purposive sampling through which respondents were acquired by means of different social media platforms like Instagram, Twitter and WhatsApp groups. In this case, a priori power analysis for the sample size was performed using the inverse square root method proposed by Kock and Hadaya (2018) for PLS-SEM. This method needs the minimum sample size to be at the minimum path coefficient in the model. Given the minimum expected path coefficient (assumed to be 0.20) is conservative so that a sample size of at least one over this value i.e., $1/\sqrt{0.20} \approx 71$ respondents are needed. Moreover, according to Cohen (1992) power analysis guidelines for a medium effect size ($f^2 = 0.15$) at $\alpha = 0.05$ with two predictors in the most complex equation, the minimum needed sample size is roughly $N = 107$ respondents. With a final sample size of $N = 155$ (all data processing steps are described in detail, refer to methodological part), the thresholds for adequate statistical power exist for both tests and thus allow to reject the null hypotheses evaluated here at conventional levels of significance. Abstracts Data were collected from 01 October to 06 November 2025, through Google Forms.

Respondent Profile

The demographic composition of the sample is relatively evenly divided between females (51.6%, $n = 80$) and males (48.4%, $n = 75$). The age was most concentrated in the 21-to-23-year bracket (57.4%, $n = 89$) followed by the 18 to 20 group (23.9%, $n = 37$). Respondents were geographically distributed across all five administrative areas of Jakarta, with the most respondents from North Jakarta (51.0%, $n = 79$), followed by West Jakarta (20.0%, $n = 31$). The majority held Senior High School or equivalent qualifications (64.5%, $n = 100$), while 30.3% ($n = 47$) held undergraduate degrees. In terms of shopping frequency, 48.4% of respondents shopped 2–3 times monthly on Shopee Mall, with 19.4% shopping more than 5 times. Average monthly expenditure was concentrated in the Rp 250,000–500,000 range (36.8%, $n = 57$).

Measurement Instruments

Impulsive Shopping Tendencies (IST) were assessed with items adapted from Rook and Fisher (1995) Indrawati et al. and (2022) spontaneous purchasing, discount-purchasing urgency, impulse-purchasing from novelty and emotion-based purchasing. items were a 5-point Likert scale (from 1 = Strongly Disagree to 5 = Strongly Agree). of questionnaire pre-tested with 61 respondents, major revisions.

Data Analysis

Data collection and analysis were performed using SmartPLS version 4.1.1.5 for conducting Partial Least Squares Structural Equation Modelling (PLS-SEM). The PLS-SEM was chosen due to its ability of handling non-normality, the size of our sample ($n = 155$, $AVE > 0.50$), discriminant validity (HTMT criterion; Henseler et al., 2015, HTMT 0.70, Composite Reliability > 0.70);3) Structural model assessment R^2 , f^2 , SRMR;4) Hypothesis testing was done via bootstrapping with a sample size of $n = 5000$ resamples at the $M=95\%$ confidence level/ t -value= # value $(1-ci)/std$; $(t$ -value = 1.96). Mediation analysis was performed per Hayes (2018) and Zhao et al. Mediation: Mediation was determined by bias-corrected bootstrap confidence intervals for indirect effects (based on 5000 samples; Preacher & Hayes) and dichotomising mediation as evident when both direct and the indirect effect were statistically significant. The Variance Accounted For (VAF) statistic was only calculated

as a complement of the effect-size estimate indicating the proportion of total effect transmitted through the mediator.

RESULTS AND DISCUSSIONS

Measurement Model Evaluation

The measurement model was evaluated for convergent validity, discriminant validity, and reliability prior to structural model assessment. Table 1 presents the outer loadings for all indicators across the three constructs.

Table 1. Outer Loadings of Measurement Model

Indicator	Hedonic Motives	Impulsive Shopping Tendencies	Online Shopping Behavior
HM1	0.738		
HM2	0.759		
HM3	0.764		
HM4	0.795		
IST1		0.810	
IST2		0.722	
IST3		0.808	
IST4		0.840	
OSB1			0.821
OSB2			0.809
OSB3			0.770

All indicators (HM1– HM4, IST1–IST4, OSB1–OSB3) showed the outer loadings from 0.722–0.840 and are larger than the threshold of 0.70 suggested by Hair et al. (2021), confirming adequate convergent validity. The AVEs of Hedonic Motives=0.584, Impulsive Buying Tendency=0.634, and Online Shopping Behavior = 0.641 all exceeded the threshold value of 0.50 confirming convergent validity 投稿中: Heterotrait-Monotrait (HTMT) ratio of correlations was used to evaluate discriminant validity (Table 2). As suggested by Henseler et al. (Henseler et al., 2015), HTMT values lower than 0.90 indicating an acceptable discriminant validity in this study, all HTMT values ranged from 0.648 to 0.785 which are well below the threshold value of 0.90 indicates that adequate discriminant validity was achieved between each pair of constructs.

Table 2. Discriminant Validity - HTMT Criterion

Construct	Hedonic Motives	Impulsive Shopping Tendencies	Online Shopping Behavior
Behavior	-		
Impulsive Shopping Tendencies	0.648	-	
Online Shopping Behavior	0.785	0.744	-

Reliability was confirmed through Cronbach's Alpha and composite reliability values. As presented in Table 3, all three constructs demonstrated Cronbach's Alpha values above 0.70 (HM = 0.763; IST = 0.807; OSB = 0.719) and composite reliability values ranging from 0.842 to 0.873, satisfying the minimum threshold of 0.70 stipulated by Hair et al. (2021).

Table 3. Reliability Statistics

Construct	Cronbach's Alpha	Composite Reliability (ρ_c)
Hedonic Motives	0.763	0.849
Impulsive Shopping Tendencies	0.807	0.873
Online Shopping Behavior	0.719	0.842

Structural Model Evaluation

The structural model was assessed through coefficient of determination (R^2), effect sizes (f^2), and hypothesis testing via bootstrapping. Table 4 presents the R^2 values for the endogenous variables.

Table 4. R-Square Values

Endogenous Variable	R^2	Adjusted R^2	Interpretation
Impulsive Shopping Tendencies	0.268	0.263	Weak–Moderate
Online Shopping Behavior	0.441	0.434	Moderate

Hedonic Motives explained 26.8% of the variance in Impulsive Shopping Tendencies ($R^2 = 0.268$), categorized as weak-to-moderate explanatory power per Hair et al. (2021). The combined predictors (Hedonic Motives and Impulsive Shopping Tendencies) explained 44.1% of variance in Online Shopping Behavior ($R^2 = 0.441$) indicating moderate predictive.

Table 5. Effect Sizes (f^2)

Path	f^2 Value	Interpretation
HM → IST	0.366	Moderate–Strong
HM → OSB	0.205	Moderate
IST → OSB	0.177	Moderate

Hypothesis Testing

Hypothesis testing was performed using bootstrapping with 5,000 resamples at 95% confidence level. Table 6 presents the path coefficients, T-statistics, and p-values for all hypothesized relationships.

Table 6. Hypothesis Testing Results (Direct Effects)

Path	β (O)	Mean (M)	STDEV	T-Stat	p-Value	Decision
HM → IST (H1)	0.518	0.523	0.058	8.920	0.000	Supported
HM → OSB (H3)	0.395	0.395	0.067	5.891	0.000	Supported
IST → OSB (H2)	0.367	0.369	0.073	5.031	0.000	Supported

H1 was supported: Hedonic Motives exerted a significant positive effect on Impulsive Shopping Tendencies ($\beta = 0.518$, $T = 8.920$, $p < 0.001$). H2 was supported: Impulsive Shopping Tendencies significantly and positively predicted Online Shopping Behavior ($\beta = 0.367$, $T = 5.031$, $p < 0.001$). H3 was supported: Hedonic Motives directly and significantly influenced Online Shopping Behavior ($\beta = 0.395$, $T = 5.891$, $p < 0.001$).

Mediation Analysis (H4)

To evaluate H4, a bootstrap method examining the mediation of Impulsive Shopping Tendencies in the relation between Hedonic Motives and Online Shopping Behavior was computed

using 5,000 resamples. Statistical Significance of the Mediation The indirect effect coefficient was 0.190 (0.518×0.367), with a 95% bias-corrected bootstrapped confidence interval [0.099, 0.296] excluding zero. Following Zhao et al. In accordance with the typology of Vandenberg et al's (2010), since both indirect effect ($\beta = 0.190$, $p < 0.001$) and direct effect ($\beta = 0.395$, $p < 0.001$) are significant, the result belongs to complementary partial mediation. The 32.5% VAF is reported solely as an additional descriptor of the mediated proportion of the total effect These results support H4.

Discussion

The validation of H1 cohere with preceding experimental research tracing the hedonic–impulsive pathway within an e-commerce context. As highlighting the pleasure and entertainment gained from browsing Shopee Mall curated environment that acts to strongly kindle the impulsive purchasing predispositions of Gen-Z consumers: $\beta = 0.518$; This result supports the previous findings of Indrawati et al. (2022) and Mashilo et al. (2025) which highlighted that hedonic shopping motivation is a major precursor of impulse buying behaviour. Shopee Mall is more of an S-O-R logic, where visual richness, personalized recommendations and promotional mechanisms act as emotion-inducing stimuli that increase emotional arousal and lower cognitive resistance against unplanned purchase. However, the support for H2 ($\beta = 0.367$, $p < 0.001$) confirms the impulsive shopping tendencies is a significant predictor of online purchase behavior of Gen-Z users in practice. This finding supports the systematic review of Anoop and Rahman (2025) which aimed to demonstrate that IST is a cross-contextual predictor of impulse buying behaviour, by showing that these effects are robust in the premium e-commerce frame. Shopee Mall's digital infrastructure, an easier checkout experience, flash sale notifications and gamified reward systems to brainwash users, is a breeding ground for impromptu shopping that converts incursion behavior into buying behavior in no time. The relatively large effect size ($f^2 = 0.177$) indicates the practical importance of this pattern in platform design strategy.

Effect of Hedonic Motives on Online Shopping Behavior (direct) (H3: $\beta = 0.395$, $p < 0.001$) This means that hedonic engagement can lead to buying behavior outside of impulsive channels. Finally, the results of this study support the idea of 'planned hedonism' introduced by Saputra and Kuswati (2024) which is where consumers intentionally look for pleasurable shopping as leisure or a self-gift without waiting for impulsive activation. In these simultaneous tests, the strong direct coefficient and the complementary partial mediation in H4 (VAF = 32.5% as another descriptive statistic) provide encouraging evidence for our explanation that hedonic motives function through two pathways: (1) a graphically impulsive pathway that increases purchasing urgency, and (2) a systematic pathway that sustains habitual engagement on the platform. Importantly, this dual-pathway process is embedded in the experience-oriented customer journey in digital commerce platforms where aesthetic design, service quality and interactive features influence purchase behaviors together (Felix et al., 2024).

H4 offers support for an alternative partial mediation. This has a theoretical as well as a practical implication. It places Impulsive Shopping Tendencies as a key part of the process linking hedonic involvement and buying outcome but not exclusively. If full mediation was indicated it would mean that none of the hedonic influences on OSB occurred via non-impulsive channels, which this study does not find support for. By contrast, the finding of complementary partial mediation implies that around one third of hedonic influence on OSB occurs through impulsive pathways and the remaining two thirds flows through more deliberative attitudinal and motivational channels that are in line with TPB predictions. The VAF value is arbitrary and only preserved as descriptive context, as opposed to a classification for mediation. These findings further contribute to the S-O-R literature by elaborating on the chain of events from affective hedonic states into behavior at lower levels of analysis within premium digital marketplaces.

CONCLUSIONS

The four hypotheses were supported, where (H1) hedonic motives influenced impulsive shopping tendencies, and directly the online shopping behavior; (H2) Impulsive shopping tendencies predicted online shopping behavior significantly; (H3) Online shopping behavior was significantly by impulsive shopping tendencies; and, a partial mediation effect of impulsive Shopping tendencies on the relationship between hedonic motives and online Shopping behavior was observed to (VAF= 32.5%) - H4.

Theoretically, the study on S–O–R to premium e-commerce by empirically: impulsive and routes through which hedonic stimuli Gen-Z consumers purchase. The integration with TPB for a of the behavioral while the partial mediation finding understanding between organism-state sequencing.

Channel-specific implications a, these findings to specific implications for premium e-commerce platform operators (e.g. Shopee Mall). First, platform designers can invest in hedonic interface elements— product recommendations, visually immersive storefronts, gamified reward systems (e.g., spin-the-wheel vouchers, achievement badges), and live commerce—that arousal as as impulsive purchasing. The strong effect of Hedonic Motives on Impulsive Shopping Tendencies ($f^2 = 0.366$) that such investments - premium platforms, in which curated aesthetics are a value proposition. Third, premium platforms can the affective with Gen-Z consumers by authenticity guarantees, brand verification badges and premium as a hedonic experience rather than utilitarian assurances. Fourth, the identification of the impulsive mediation pathway for that on consumer protection embedding self-regulation prompts (pending summaries, notifications cooling-off before checkout, purchase) to overconsumption and financial harm among young consumers who to of these impulsive cues.

First, causal inference and temporal ordering of the observed relationships was to the cross-sectional design. Third, 44.1% of the variance in Online Shopping Behavior by the model that additional constructs social influence, perceived value, platform trust and self-regulation capacity a explanatory power. studies to these variables, as as to conduct cross-platform comparisons between the premium and standard marketplace segments.

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