

The participation of social media effect on the advertising performance: Moderating participation of buyer satisfaction

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ABSTRACT

Social media has recently drawn the attention of regulators and current research because of its importance in meeting client demand and improving an organization's marketing success. Because of this, the current study investigates how social media strategy, analysts, and active involvement affect social media performance and how social platforms' results affect advertising outcomes for the UAE's electronic industry. This research also examines how customer satisfaction impacts the connections between marketing performance and social media. It also explores how social media performance mediates the intersection of social media tactics, experts, consistent presence on social media, and advertising performance. Data were collected via questionnaires, and data analysis was done using smart-PLS. The findings showed a favorable correlation between social media performance and social media strategies and active participation, as well as a good correlation between social media performance and marketing effectiveness. Additionally, the findings indicated that consumer satisfaction significantly regulates the link between social media performance and advertising effectiveness. They also highlight that social platform efforts positively mediate the link between social media tactics, analysts, active social media use, and performance. This study aided the regulatory agencies in their decision-making and directed them to sharpen their attention on social media to improve marketing efficiency.

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1. Introduction

Promoting a company's goods and services is essential to its success. Any business organization's primary goal is to generate financial returns, which are attainable when manufactured goods are effectively converted into sales. In contrast, businesses that fail to sell their goods or services in fiercely competitive evolving markets may find it problematic to endure if their promotion efforts are severely scaled back (Pauwels, 2018). Business objectives can only be met if products are sold effectively, regardless of how well-made and compliant with current trends in the market (Nawaz, Hussain, Riaz & Ahmad, 2019). All corporate organizations are taking these actions to improve the advertising of goods and services. These plans include producing high-quality and innovative goods following contemporary market demands and consumer preferences, marketing those goods and services, educating the public about their benefits, expanding the audience outside the nation, streamlining delivery routes, and enhancing customer service. A corporate organization's marketing performance can be improved with attention and by taking the essential steps which will ensure the organization's success (Groening, Sarkis & Zhu, 2018). Social media networking has developed as a popular and powerful tool for the large-scale marketing of products and services today (Hanaysha, 2021). Several smaller businesses, including many well-known brands, have utilized various digital channels to boost their product and service promotion. Yahia, Al-Neama, and Kerbache's (2018) study has demonstrated that social media has a big part in boosting the marketing level of various commercial organizations and offers

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a concrete pathway to a product's success. With the expansion of social media, internet advertising and shopping has expanded. The development and exchange of ideas, commercial benefits, info, and all types of expression via computer-generated networks and communities are made possible by social media, which are interactive digitally mediated technologies. Business organizations' consumers can access social media services through desktop apps or downloading apps which provide social media capabilities on laptops, tablets, and smartphones. These businesses build highly interactive platforms that enable businesses to exchange, recreate, engage in, discuss, and alter online information (Lin, Li & Wang, 2017). In Fig. 1, it is shown that the UAE's e-commerce sales are on the rise.

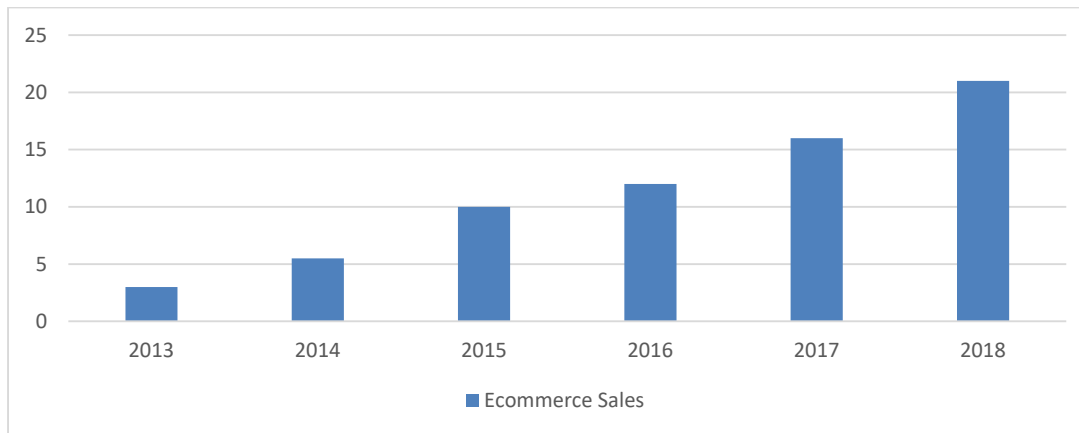


Fig. 1. E-commerce sales of the United Arab of Emirates (the year 2013 to 2018)

The effectiveness of broadcast media platforms used by businesses using social media for marketing is a factor in that performance. Several metrics are used to gauge how well social media platforms like websites and pages work. The engagement of consumers includes shares, likes, clicks, impressions, comments, and reach, which under customers' responsiveness, voice sharing, ROI, and client attention are some of the most popular and essential indicators (response rate & time). Companies with substantial social performance benefit from solid marketing of their products (Tafesse & Wien, 2013). Many researchers and scholars have focused on social media performance due to the growing significance of social networks in the company, particularly in the advertising of commodities. However, only limited studies, such as those of (Bergeron, 2020), have analyzed the factors that impact social media performance as vividly as necessary. Our research analyzes how active participation in social media, strategy, and analysis affect social media outcomes. The beneficial tactics of social network applications regarding the construction of social platforms, posts, content, consumer engagement, and logs make it possible to boost sales revenue. The social media analyst makes a great contribution to enhancing the functionality of their social platforms when he exercises great responsibility and performs his duties diligently. Similarly, a company's agent's active participation on social media platforms keeps them informed of changes and enables them to control social media correctly (Bakar, 2020). The research examines how marketing has changed due to the type and application of social platform policies, the effectiveness of analysts of the broadcast media, and the vigorous participation of company representatives on social platforms in the UAE economy, with a particular orientation to the electronics sector. According to surveys from specialized local and international organizations, the United Arab Emirates was named one of the world's most developed nations in 2014. (Cao & Tian, 2020). According to these surveys, residents and inhabitants of the UAE are content and joyful. All other areas, including the economy, investments, trade, production, information, and technology, see sustainable growth rates. One of the primary sectors of the UAE economy is the electronics sector. Electronic gadgets are produced in enormous quantities for both domestic and international markets. The UAE's economy is growing due to the significant annual exports of electronic equipment and the foreign currency they generate (Jose, 2018). Many nations that trade in electronic appliances have widened their commercial horizons by shifting their trading activities to social media. Several electronic enterprises have disregarded national boundaries by setting up various websites and pages and hiring specific agents to engage with more consumers. The agents develop plans to deal with issues relating to social media, from developing social platforms to providing goods and services. Companies employ confident social media analysts that monitor all social media activity and decide how to implement those plans to attain promotional objectives (Parcero, 2021).

2. Literature review

Any company organization's primary goal is to make money, which it may do when it successfully markets its goods and services to customers (Hanaysha, 2021). High marketing levels are constantly required for the business to succeed and survive. Social media platforms that are efficient and well-organized can help businesses meet this requirement by allowing them to communicate with customers directly (Benson, Hand, & Hartshorne, 2019). Even social media platforms give businesses the ability to convert audience members into consumers by piquing their interest in the products and services of the firms through appealing presentations, friendly and cooperative interactions, and attractive incentives. Social media platforms operate at a high rate, such as when there is high customer engagement, reach, awareness of customers, impressions, voice sharing, and

customer attention. Numerous kinds of research have examined broadcast media marketing and performance and the elements that influence both. The following studies discuss the effects of social media strategy, broadcast media forecasters, vigorous participation on social platforms, and customer satisfaction on the effectiveness of social media and marketing.

Per Spil (2014), the creation and application of social network tactics impact the effectiveness of social sites and the accomplishment of social media portfolio objectives. According to this report, selecting the appropriate social media platforms to achieve corporate objectives is the first step in using social media for marketing. The goals of this platform are impacted by the social media strategy for creating a platform to engage with customers. According to social media strategy, Facebook or Instagram is superior for spreading our message. This research also illustrates how social media strategies to tackle audience-related concerns influence the effectiveness of videos, images, or messages posted on social networks. Suppose the target audience selected in the social network strategy is engaged and well-informed. In that case, there will be greater client engagement, including more likes, comments, and messages. Audiences from underdeveloped and generally less informed regions are less receptive to the postings and logs (Etter, 2019). The successful development and application of social media strategies can help businesses entice more buyers. For example, offering customers discounts or other incentives might motivate them to make more purchases and increase the company's overall share of voice on social media. Customers respond differently depending on the technique used to connect with them during virtual meetings. For example, treating consumers respectfully and responding to their questions as soon as feasible get them to respond favorably (Felix, Rauschnabel & Hinsch, 2017).

H₁: *Social media methods affect social media performance favorably.*

The results of concerned social media platforms depend on the ability of the analyst of social media to implement social media strategy effectively and deal with problems in this manner (Hurst, 2017). This research work also demonstrates how the analyst assesses the entire situation regarding how social media platforms are working; he responds quickly and supports initiatives that will aid in achieving business objectives and result in the achievement of customer campaigns unique to social platforms. According to the research work by Greco (2016), social media is performing better due to his management and assistance in creating marketing materials that can be used to further social media goals. For example, he assists in posting videos for clients, well-created briefs, client case studies, and consumer-generated content to further social media objectives. The social media specialist also creates and promotes groups and audiences specific to social platforms. So, higher social media analyst performance results in a more active audience, which could raise social media shares and ratings. Similarly, a skilled social media analyst provides post content on social media platforms, provides accurate examination, and offers suggestions as the systems evolve and are evaluated by the audience. As a result, the target audience is better understood, and the required response is elicited through impressions and reach, engagement, audience care, and sharing of voice (Yuan, 2012). Hence, we can speculate the following:

H₂: *Social media performance is positively correlated with social media analysts.*

Kim and Kim (2018) evaluate the effects of social network activity on the functionality of the relevant social media platforms in their literary work. This literary piece argues that active participation on social networks has many advantages accruing to businesses specific to social sites and that several things can be undertaken with a continual existence on social sites. The company's online representative can provide customer support promptly, communicate with customers, and boost web traffic thanks to its strong social media presence. The corporate representative will benefit from achieving excellent social media performance if he continues to be engaged on social media. He permits the agent to update the frozen commodities' post info on the company's online sites if there are any changes to the outlook of the items or the characteristics of the commodities of other firms to achieve the social media objectives (Yadav & Rahman, 2017). The company's social media presence puts its representatives in continual communication with the customers, allowing them to communicate with them, prompt them to respond to their postings in the future, and increase engagement. The company's representative on a specific social site creates awareness of the brand the firm is exhibiting by consistently engaging on social media (Han & Kim, 2018). This makes it easier for the firm's social media platform to gain additional clients from existing recipients. Thus, this assertion is made:

H₃: *Social media performance is positively correlated with active participation on the platform.*

Due to social media's great effectiveness, businesses can increase their marketing efforts by attracting more clients within and outside their primary market. This is the rationale for businesses' widespread use of social sites to compete successfully with industry competitors. The audience's participation and engagement with the business's site, social pages, and postings boost the promotion of the offered products. Increased customer interaction boosts brand recognition for the business, which attracts additional buyers by inspiring others using supportive comments and likes for shared content (Stephen, 2019). As a result of the creation and application of social media tactics, the productive work of the specialists, and the robust participation of the business's virtual agent in online broadcasting, the use of broadcast media has improved the marketing effectiveness of the company and its standing at the local and global levels. Whenever social network tactics improve social media performance and increase the number of buyers and followers when implemented, this also includes maintaining existing customers. As a

result, the company's marketing strategy is highly effective. When the analysts know social media tactics and situations and respond appropriately, marketing and social media performance are high (Algharabat, 2012).

H4: *Social media performance is a buffer between the effectiveness of social media tactics and marketing campaigns.*

H5: *The social media specialist and advertising performance are mediated by social media outcomes.*

H6: *Social media performance mediates between active social media use and marketing effectiveness.*

Customer happiness, including financial and social satisfaction, is crucial for achieving high performance on the relevant social media platforms and, in turn, for obtaining high advertising results that assist the business in competing successfully against its rivals in the market. Customers are confident that a corporate person would speak to them pleasantly on the appropriate social media platform and who fully cooperate when making purchases online exhibit more robust engagement with the websites through likes and comments, ratings, and messaging. As a result, they assist social media platforms in achieving their objectives to increase the marketing level (Musa, 2016). The recipient interacts with sites and pages and replies to postings on these platforms when they believe their interaction with these websites will be profitable. Customers desire to interact with these sites to make purchases when they are pleased with the offers and believe they will provide high-quality goods at reasonable prices (Nawaz et al., 2021). This shows the stability of the current clients and the addition of new ones. As a result, the businesses display improved marketing efficiency (Fernandes, 2018). Hence, we can assume that:

H7: *The effectiveness of social platforms positively affects the effectiveness of marketing.*

H8: *Consumer satisfaction mediates the relationship between a company's marketing success on social media and its social media performance.*

3. Research method

This study aims to analyze the impact of social media tactics, analysts, and engagement on the electronic industry's social media and marketing performance in the United Arab Emirates. Additionally, the study explores how customer satisfaction can moderate the relationship between social media performance and marketing effectiveness. Furthermore, the study seeks to determine whether social media performance can mediate between social media tactics, analysts, active social media presence, and marketing performance. Data for this study was gathered using questionnaires and quantitative approaches. The respondents are chosen using simple random sampling from the marketing department staff of the UAE's electronic industry. Mailing 510 questionnaires to the chosen respondents resulted in a response rate of 56.86 percent, although only 290 of those surveys were received after fifteen days. The Smart-PLS was also used in this work to evaluate the available data and check for discriminating and convergent validity aspects, including looking into the relationship between the parameters. Due to the nature of the research, which involves testing hypotheses and using a sophisticated model, the smart-PLS has been used (Babin, 2016). In this research, three forecasters have used: APSM, with five units; SMA, which had four; and social media strategies (SMS), which had six. Also, MP is utilized as the dependent parameter. It has five items, while Social Media Performance (SMP) is employed as the mediating parameter with five units. The satisfaction of customers (C.S.), which contains five components, is the final moderating variable employed. Fig. 2 displays these factors.

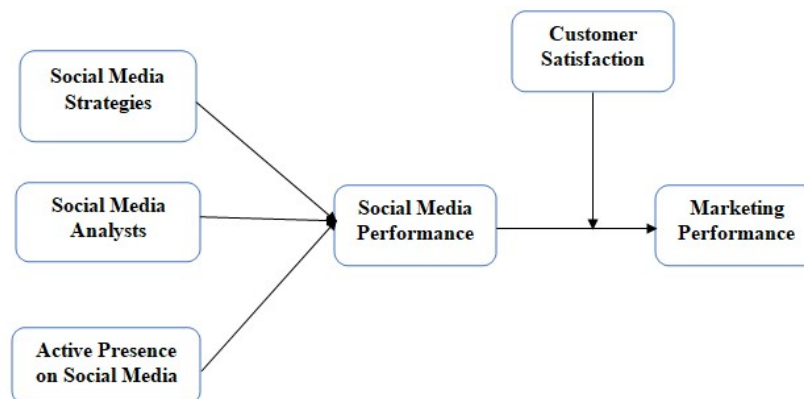


Fig. 2. Theoretical model

4. Findings

This study demonstrated the validity of convergent that revealed the association of the items. According to the values, the loading value is not less than 0.50, the AVE value is not less than 0.70, and neither are the alpha and C.R. values. These numbers prove the strong correlation between the items and the convergent aspect. Table 1 displays these results.

Table 1
The results of the convergent validity

Constructs	Items	Loadings	Alpha	CR	AVE
Active Presence on Social Media	APSM1	0.957	0.966	0.975	0.908
	APSM2	0.945			
	APSM3	0.953			
	APSM5	0.958			
Customer Satisfaction	CS1	0.885	0.845	0.82	0.536
	CS2	0.67			
	CS3	0.677			
	CS5	0.675			
Marketing Performance	MP1	0.822	0.889	0.918	0.691
	MP2	0.813			
	MP3	0.855			
	MP4	0.803			
	MP5	0.862			
Social Media Analyst	SMA1	0.868	0.909	0.936	0.785
	SMA2	0.883			
	SMA3	0.885			
	SMA4	0.908			
Social Media Performance	SMP1	0.982	0.965	0.974	0.884
	SMP2	0.753			
	SMP3	0.981			
	SMP4	0.982			
	SMP5	0.982			
Social Media Strategies	SMS1	0.911	0.944	0.956	0.782
	SMS2	0.822			
	SMS3	0.903			
	SMS4	0.902			
	SMS5	0.911			
	SMS6	0.852			

The current investigation also demonstrates the discriminant validity that revealed the link between the variables. The findings indicate that the values associated with the construct are more strongly correlated than those linked to other constructs. To evaluate the discriminant validity, Fornell-Larcker, and cross-loading analyses were utilized. These numbers provide fragments of proof of the low correlation between variables and the validity of the discriminant function. Table 2 and Table 3 both display these numbers.

Table 2
Fornell Larcker

	APS M	C S	M P	SM A	SM P	SM S
APS	0.953					
CS	0.746	0.732				
MP	0.408	0.328	0.831			
SMA	0.385	0.334	0.568	0.886		
SMP	0.376	0.391	0.487	0.399	0.940	
SMS	0.370	0.395	0.308	0.388	0.427	0.884

Table 3
The results of the cross loading

	APS	CS	MP	SM	SM	SM
APSM	0.957	0.71	0.4	0.34	0.46	0.44
APSM	0.945	0.70	0.36	0.40	0.43	0.44
APSM	0.953	0.71	0.39	0.38	0.45	0.44
APSM	0.958	0.70	0.40	0.34	0.46	0.45
CS1	0.628	0.88	0.38	0.37	0.45	0.45
CS2	0.267	0.67	0.09	0.12	0.10	0.13
CS3	0.265	0.67	0.10	0.10	0.09	0.08
CS5	0.243	0.67	0.07	0.11	0.09	0.11
MP1	0.377	0.33	0.82	0.29	0.48	0.47
MP2	0.349	0.28	0.81	0.30	0.38	0.45
MP3	0.296	0.24	0.85	0.28	0.38	0.36
MP4	0.33	0.21	0.80	0.33	0.34	0.39
MP5	0.329	0.26	0.86	0.32	0.39	0.40
SMA1	0.322	0.31	0.34	0.86	0.27	0.30
SMA2	0.35	0.27	0.33	0.88	0.32	0.35
SMA3	0.331	0.28	0.32	0.88	0.29	0.34
SMA4	0.359	0.30	0.30	0.90	0.33	0.37
SMP1	0.45	0.36	0.45	0.31	0.98	0.77
SMP2	0.429	0.35	0.46	0.35	0.75	0.77
SMP3	0.452	0.36	0.46	0.32	0.98	0.77
SMP4	0.448	0.37	0.44	0.31	0.98	0.77
SMP5	0.446	0.36	0.45	0.31	0.98	0.77
SMS1	0.391	0.33	0.44	0.34	0.71	0.91
SMS2	0.434	0.36	0.46	0.33	0.73	0.82
SMS3	0.445	0.35	0.44	0.34	0.70	0.90
SMS4	0.44	0.35	0.45	0.34	0.72	0.90
SMS5	0.381	0.32	0.43	0.34	0.71	0.91
SMS6	0.4	0.36	0.44	0.35	0.78	0.85

The Heterotrait Monotrait (HTMT) ratio was utilized in the current study to examine the discriminant validity, and the data indicate that the values of HTMT ratios are lower than 0.85. These numbers show little association between the variables and that the discriminant analysis is accurate. Table 4 displays these values.

Table 4
The results of Heterotrait Monotrait ratio

	APSM	CS	MP	SMA	SMP	SMS
APSM						
CS	0.537					
MP	0.436	0.22				
SMA	0.411	0.249	0.411			
SMP	0.492	0.255	0.518	0.37		
SMS	0.492	0.266	0.548	0.416	0.664	

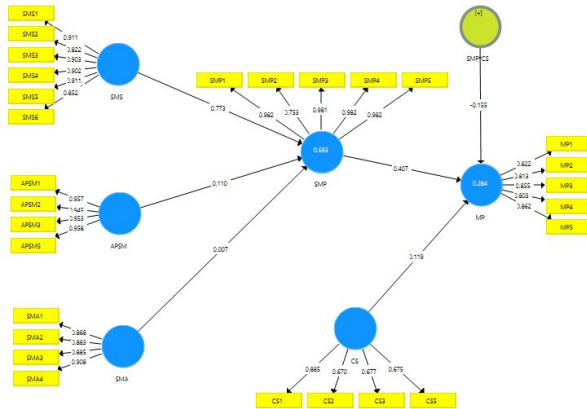


Fig. 3. Measurement assessment model

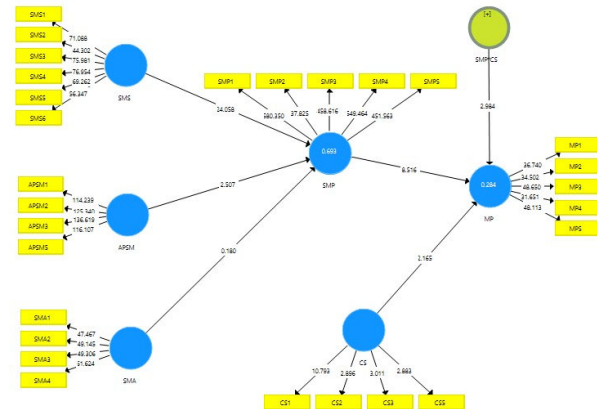


Fig. 4. Structural Assessment Model

The research utilized path analysis to investigate the connections between the factors. The findings indicated that implementing social media strategies and maintaining an active presence on social media platforms benefit social media performance and approval (as stated in hypotheses H1 and H3). In addition, the study discovered that social media performance acts as a positive mediator in the relationship between social media strategies, analysts, active presence on social media, and social media performance and acceptance (as described in hypotheses H4, H5, and H6). Furthermore, the outcomes demonstrated a positive correlation between social media performance, marketing performance, and acceptance (as hypothesized in H7). Lastly, customer satisfaction significantly moderated the relationship between social media and marketing performance (as indicated in hypothesis H8). The relationships among the variables are presented below:

Table 5
The results of the path analysis

	Re-	Beta	S.D.	T Sta-	P	L.L.	U.L.
APSM →	0.11	0.044	2.507	0.007	0.047	0.199	
CS → MP	0.119	0.055	2.165	0.016	0.042	0.222	
SMA →SMP	0.007	0.037	0.18	0.429	-	0.058	
SMP → MP	0.407	0.048	8.516	0	0.328	0.472	
SMP×CS →	-	0.052	2.984	0.002	-	-	
SMS →SMP	0.773	0.032	24.058	0	0.709	0.819	
APSM	0.045	0.019	2.401	0.009	0.016	0.08	
SMA →SMP	0.033	0.015	2.201	0.012	0.022	0.324	
SMS →SMP	0.315	0.038	8.194	0	0.25	0.371	

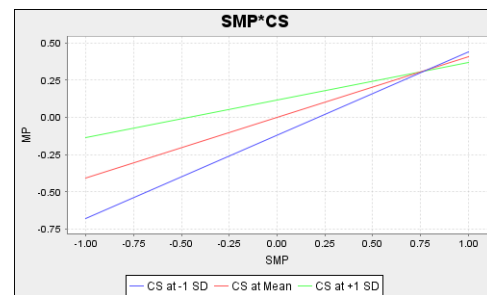


Fig. 5. SMP×CS

5. Discussion and implementation

According to the findings, social media performance and strategy correlate positively. The study suggests that the foundation for achieving high social media performance is the growth of efficient tactics to build social sites and to handle all issues, such as defining goals for building a social platform, the posts' content, and intermingling with the online audience. These findings are consistent with previous research. This research works on the effectiveness of social media sites in advertising. According to these findings, the techniques used to choose social networks, create a website or page, and develop post content, audience, and marketing strategies all impact how well social media performs. When businesses have effective strategies to handle every aspect of social media, such as increased likes on every post, positive impressions, more reach, more shares, increased audience, and a great marketing rate, social media performs better. According to the research findings, there is little

correlation between social media performance and the effectiveness of social media analysts. A high-performance rate can be achieved if the analyst examines the position on social media, comprehends the goals and plans of the business, and sets everything into practice. However, this condition only exists in the UAE's electronic industry (Liang, 2011). The study suggests a connection between social media performance and an active online presence. Customers become engaged with the business through frequent comments on posts, sharing posts, and responses to the firm's offers due to their robust presence on social sites like websites, pages, Facebook, and Instagram, among others. These findings are corroborated by a prior study by Stephen (2016), which demonstrates how a company's agents' active participation in social media increases consumer reach, comments, likes, active engagement, and high advertising through social networks.

The findings of the research work also indicated that the firm's performance on social media mediates between its strategy and marketing effectiveness. Better social media performance allows social media initiatives to increase a company's marketing effectiveness. These findings are consistent with earlier research by Dwivedi (2019), demonstrating that successful social media strategies impact a firm's social media performance, enhancing its marketing performance. The study discovered that the performance of a company's social media acts as a facilitator between the company's social network analysts and its promotion performance. Social media analysts positively contribute to the company's social media outcomes, subsequently positively impacting its marketing results. These findings align with a previous study conducted by Giardina (2016), which revealed that the social network techniques that a business prefers could accelerate its social media performance, affecting the success of its marketing endeavors.

According to the findings, a major mediator between a company's active social media presence and its marketing effectiveness is its social media performance. These findings are corroborated by a previous study by Ananda, Hernández-Garca, and Lamberti (2016) that similarly examines the company's social media performance as a mediator between its active social media presence and marketing performance. According to this study, having an active social media presence aid in achieving higher marketing performance through enhanced social media performance. The study's findings also suggest that a suitable mediator between a company's marketing performance and its social power performance is customer satisfaction. The research workers found that the impact of the performance of social media on a company's advertising performance is strengthened by consumer satisfaction with a particular social commerce community or business. This finding is supported by Misirlis and Vlachopoulou's (2018) literature review, which explores the role of consumer satisfaction in enhancing marketing performance. The literature review argues that when consumers are highly satisfied with their interactions and experiences with a company's products or services, social media performance strengthens, significantly increasing overall sales.

This work raises both empirical and theoretical consequences. This work has made a notable contribution to literature, particularly marketing-related literature. It demonstrates how social media plays a part in improving marketing effectiveness. Although several earlier research works have identified social networks as the definitive guide for marketing operations, this study adds to the body of knowledge by thoroughly examining the subject. In addition to discussing social media's role in business generally, this article also looks at how it plays a part in marketing. To do this, it examines the effects of social media tactics, analysis of social media, and robust participation in social sites on the overall performance of social media, as well as how these factors ultimately affect marketing. This study also examines how consumer happiness moderates the effectiveness of marketing and social media. This work has both empirical significance and theoretical implications. It provides businesses who want to sell their goods and services on social media with a theoretical road map. This study aided the regulatory agencies in their decision-making and directed them to sharpen their attention on social media to improve marketing efficiency. This study offers advice on how to boost marketing effectiveness through improved social media performance. Additionally, it implies that effective social media strategy, increased social media analyst performance, and robust social media participation can all enhance social media performance.

6. Conclusion

This literary exercise sheds insight into how social media's increased effectiveness has improved a company's marketing performance. The type of strategy under social media, the task of the analyst, and robust participation in social sites are also examined in this exercise as factors in obtaining high social media results. The effective social media techniques that result in great social media results are analyzed in this study. The foundation for achieving great social media results is the creation of efficient management plans to handle all issues (connected to social media), such as goal-setting for building a social media platform, post content, and audience interaction. The effectiveness of social media analysts impacts how quickly social media performs. Social media performance is accelerated when the social media analyst pays close attention to the circumstances, comprehends the social media tactics, and successfully puts them into practice. According to this study, the active participation of the corporate agent on social sites is beneficial in obtaining high marketing outcomes. Customers become engaged with the business through frequent comments on the posts, sharing of content, and responses to the firm's offers due to their active participation on social media platforms like Facebook, Instagram, pages, and websites. According to this study, when social networks operate well, it contributes to the company's excellent advertising performance. When consumer satisfaction is great, the inspiration of social media performance on marketing is magnified.

Even though this academic exercise is essential to literature and the economy, it has some limitations. Through the effectiveness of their writing, the authors must eliminate all of these restrictions in the future. First, the study's scope is constrained since it only considers a small number of variables, such as social media approaches, forecasters, and vigorous participation on social platforms concerning the company's marketing and social platforms presentation. Numerous other economic activities impact the effectiveness of marketing and social media. Future researchers who replicate the current findings must take these considerations into account. The quantitative information used to support this study was gathered using a single source. As a result, the scope and validity of the data are both constrained. Using multiple sources for data collection is advised for academics in the future. The study examines how social media contributes to the UAE's economy's strong marketing performance. The UAE is a developed nation. The results of a study done in a developed nation might not hold in underdeveloped nations. Future researchers must therefore face the same problem in light of the developing economy.

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