

## The Role of Strategic Dimensions of Social Networks Advertising on the Market Position and Competitive Advantage of Daewoo's Products in Iran

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### Abstract

**Purpose:** As competition increases in today's world, companies must strive to establish a strong brand name both in the market and in the minds of consumers. This study investigates the impact of social media advertising on the competitive position of the Daewoo brand. Given that Daewoo has received permission to assemble and service its brand in Iran, and considering that popular companies such as Samsung and LG have exited the market, Iranian consumers can benefit from the high quality of this company's products, which will also create jobs for local workers and specialists. More effective advertising of this brand's products is will results in increased sales and contribute to the country's progress.

**Method:** This research is applied in purpose, descriptive-survey in nature, quantitative in data type and field and library in method. The standard questionnaire is derived from the research article by Ashraf et al. 2019, achieving a Cronbach's alpha above 0.7. The statistical population is limited

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to Daewoo consumers who are active on Instagram, Daewoo website, and those who visit Daewoo dealerships in Iran. Given the large population size, a sample of 384 respondents was selected using Cochran's formula. Data analysis was conducted using SPSS 26 software.

**Findings:** The results showed that manufacturers of Daewoo products should prioritize loyalty and trust alongside customer satisfaction by fostering a long-term, mutually beneficial relationship, and that advertising on social networks significantly impacts the competitive position of the company's product brand.

**Conclusion:** This research will be valuable for marketers and domestic sellers Daewoo products. It is also suggested that the company strengthen trust among customers through advertising on social networks.

**Keywords:** Promotional Activity, Social Groups, Competitive Conditions, Brand, Daewoo Products, Promotional Activity, Virtual Groups



**Introduction**

Companies use various marketing tools, including different types of advertising on virtual networks, to create a desire to purchase among customers (Maitlow et al., 2017). Intention to buy is a type of decision-making process in which one of brand is specifically endorsed while other brands are ignored. Intention to buy is one of the main drivers indicating buyers' willingness to pay for a transaction and complete the purchase of a product or service (Mohmed et al., 2013). The decision to buy is part of consumers' focus on acquiring a product and ultimately purchasing it. In fact, the decision to buy reflects the likelihood that a consumer will purchase a particular product or service in the future. (Wu et al., 2017) The decision to purchase is linked to actual behavior and this relationship has been confirmed in several studies (Park et al., 2016). In fact, the structure of the purchase decision is an important output variable resulting from satisfaction with prior purchases (Shang et al., 2017, Javadian, 2019).

Many researchers have pointed out that having a strong brand is essential for gaining a competitive position and maintaining a lasting presence in the market (Santos et al., 2013). Among these, one of the most reputable home appliance brands in Iran is Daewoo. Despite numerous competitors such as LG, Samsung, Panasonic, etc., this company offers a range of products, such as refrigerators, freezers, washing machines and microwaves, and holds a significant share of the market, particularly in dowries. Today, Consumers use social networks to compare hundreds of products from different brands in terms of quality and price, and ultimately choosing the option that best suits their needs. This highlights the importance and necessity of advertising on social networks. On social networks, users have direct access to answers for their questions and resolutions to ambiguities about the products, along with feedback from other users. Each consumer is attracted to advertising based on their unique characteristics and characteristics, and for a company to attract a larger community of consumers, it must tailor its advertising to better resonate with them.

Therefore, this research aims to examine the effect of advertising on cyberspace on the competitive position of the Daewoo brand.

Therefore, since Daewoo has granted Iran the right to assemble and provide after-sales service for this brand, and following the exit of Samsung and LG companies from Iran, consumers in Iran have benefited from the high quality of this company's products, creating employment opportunities for Iranian workers and specialists. The more effective and successful the advertising of this brand's products is, the greater the sales and more effective the service will be for the country's progress. The findings of this research will be highly beneficial for markets and domestic sellers of this company's products.

### **Literature Review**

In today's world, using the Internet is considered an everyday necessity, and people constantly engage with it and search for their interests. In various countries, this powerful tool is used in different sectors, depending on the level of technological infrastructure development. A significant aspect of this usage pertains to social networks, which not only share people's daily activities with friends, but also influence their lifestyle, clothing, eating, entertainment, and even purchase intentions; therefore, marketing and sales experts today pay particular attention to this medium (Nejad-Mohammad-Namaghi et al., 2016). One of the key challenges for social media designers is identifying influential users. These users can play an important role in the rapid dissemination of information on the network by influencing others. The goal is to maximize the impact. This involves identifying the smallest number of users who can exert the greatest impact on others (Dardashkar Navai et al., 2025).

Digital marketing and online advertising, particularly through social media enable businesses to reach a broader local and international audience (Kim and Ko, 2012), this, in turn, increase the company's market penetration and competitive strength (Yasin et al., 2019; Kong et al., 2018). Customer Relationship Management: Customer relationship management is an effective business practice for managing

customer interactions to optimize their long-term value and satisfaction (Bohling et al., 2006). It also involves establishing and maintaining relationships with customers throughout the business cycle (Saifullah Hassan et al., 2015). Customer relationship management is a systematic approach to collecting information about customers to influence their behavior by understanding their needs (Haji Karimi et al., 2012). Brand uniqueness: The need for uniqueness refers to the psychological desire to stand out rather than resemble competitors. In other words, this concept highlights the consumer's need to seek for distinctive products and material goods to differentiate themselves from other competitors. The need for uniqueness was first introduced into marketing and consumer behavior by Sander and Fromkin in 1980.

These researchers noted that consumers often perceive themselves as distinct and unique from others. They posited that individuals place a high value on things that are unique to them and that they acquire through hard work. Therefore, acquiring specific material possessions may provide individuals with a sense of differentiation from others (Tian, 2001). Brand values: A set of customer and social media followers' behaviors that enable a brand to generate higher revenue and profit margins than it would without the brand, and this gives the company's brand a powerful, sustainable, and distinctive advantage over its competitors (Lindman, 2004). Enhancing brand value involves increasing consumers' perception of the quality of the goods and services they consume. Ultimately, the value of a brand drives from the actions and behavior of consumers in the market. Consumers determine which brands hold more value than others based on their purchases and the factors they deem important (Keller and Brexendorf, 2018). Brand credibility: Credibility is an indicator that assesses the level of consumer interest in products and services (Keller, 2008). Consumer trust: Brand trust refers to the willingness to use and engage with a brand based on its capabilities, which stems from performance (Chaudhuri & Holbrook, 2002). Trust is the expectation that customers have regarding the reliability and commitment of suppliers of goods and services (brand owners) (Khanlari et al., 2014). Expectation is defined

as the existence of regular, correct, and cooperative behaviors within a society, shaped by shared criteria among its members (Chaudhuri & Holbrook, 2001).

Consumer behavior science examines individuals' behavior in purchasing goods or services (Rajani et al, 2019), this includes goods, services, activities, and beliefs, and marketing efforts to meet the needs of individuals (Taghdimi et al, 2019). Investigating the factors influencing consumer behavior and assessing the extent of their impact leads to a deeper understanding of consumer behavior. Only then can organizations offer products that align more closely with consumers needs and desires (Torabi et al., 2019) The results of the study by Jami et al. (2023) on designing a model of the effectiveness of social media advertising in the domestic clothing industry indicate that the result of this process was the formation of 13 categories that formed the basis of the conceptual model of the research. In the following, the dimensions of the paradigm model were introduced, including the main and central category (internal desire to explore advertising), causal conditions (public acceptance of using social media, producing attractive content, observing ethical principles, using brand power to gain users' trust), contextual (society's tendency to take a line on social media), environmental variable (information and communication technology infrastructure in the country), and strategic categories (electronic word-of-mouth advertising, creating the possibility of exchanging opinions between users under advertising, using reputable and specialized media).

Shafiei et al. (2017) examined the effectiveness of advertising on social networks, and the findings of the study indicated that factors such as the entertainment of advertising, the feeling of suffering and annoyance, and the awareness of advertising affect users' views of advertising, and the attitude towards advertising also affects the acceptance of advertising.

The results of the study by Van Tien Dao et al. (2014) on the value of social media advertising and its effect on online purchase intention in transition economies (case study Southeast Asia) indicate that: three

beliefs about social media advertising - namely, informativeness, entertainment, and credibility - have positive effects on consumers' perceived value of social media advertising, which in turn has a positive effect on their online purchase intention.

Haida et al. (2015) investigated the value of social media advertisements on consumer perception, and found that the educational element has a greater impact than the entertaining aspect. In the study by Ghazi Nouri et al. (2019), with the aim of presenting a maturity model for the customer relationship management process, considering the specific capabilities of the organic agricultural products supply chain, An organic agricultural supply chain is evaluated with the proposed model. Based on the needs of organic consumers, the ability to gain credibility is the most important, followed by quality, responsiveness, and collaboration capabilities.

### **Method**

This research is applied in purpose, descriptive-survey in method and quantitative in terms of its data type. The data collection tool in this research is a questionnaire. The spatial domain of the research was social electronic networks, such as Instagram, etc.

The methodology of this research consists of two general parts: In the first part, library studies were used to extract indicators, verify and confirm the proposed framework. In the second part, descriptive methods and confirmatory factor analysis were used to examine the research hypotheses and answer the main question. Factor analysis provides the foundation for developing a new set of variables that reflects of the main variables, reducing their number; indicators with a factor load below 0.5 will be eliminated (Davari and Rezazadeh, 2013). However, before conducting factor analysis, the adequacy test must be performed to ensure sample adequacy. The level of this index should be higher than 0.6 (Momani, 2010).

The research population is limited to Daewoo consumers active on Instagram, Daewoo website, and those visiting Daewoo dealerships

across Iran. The Cochran formula for indefinite populations was used for sampling, resulting in 384 samples.

**Sampling method:** This study is cross-sectional and quantitative in nature. Data was collected between Thursday, 22 August, 2024 and October 6, 2024. A standard questionnaire was prepared for this survey. Online questionnaires were distributed among followers of Daewoo's product pages on, and those visiting Daewoo dealerships in Iran.

Data collection should align with the research objectives and the characteristics of the selected sample. Therefore, various methods have been used to collect the data required for this study. These methods are categorized into library and non-library methods.

The questions in this questionnaire are taken from the standard questionnaire used in the research paper by Ashraf et al., 2019 on "The Impact of Social Media Marketing Efforts on Brand Equity and Consumer Response". In that study, the questions were also divided into three parts, utilized standardized questions from previous research as well as findings from studies by Kim and Koo (2012), Kim and Hoon (2011), and Yoo et al. (2000).

The findings of Pashazadeh et al. (2025) indicate that social media and online advertising positively and significantly affect social bundling. It was also found that social media and online advertising, through the mediating role of perceived value, positively and effect on influence the implementing social bundling.

**Table 1. Cronbach's Alpha Table (Ashraf et al, 2019)**

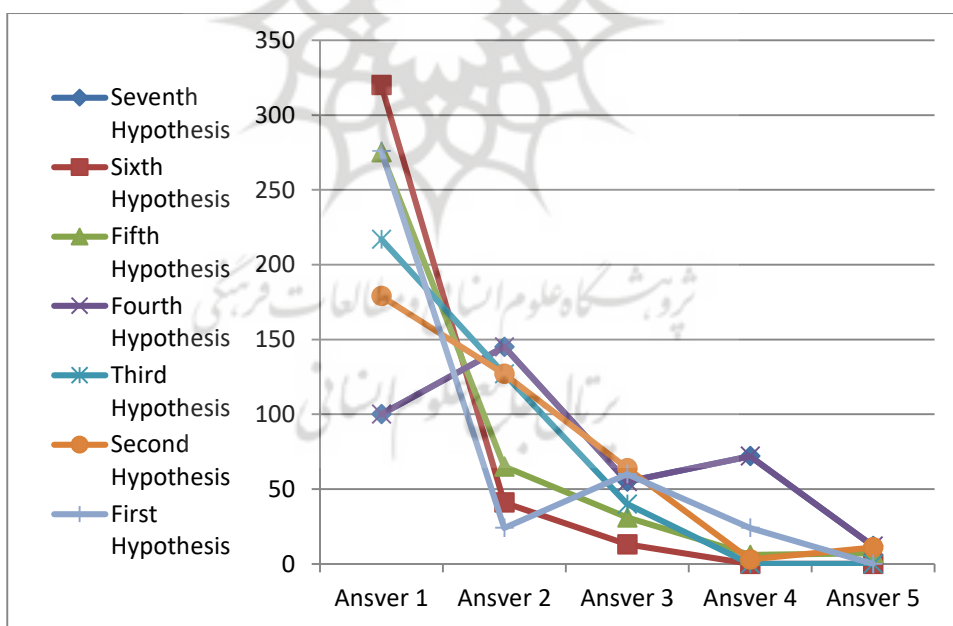
Researcher	Study Subject	Cronbach's Alpha
Kim and Koo (2012)	Social Media Marketing	0/75
Kim and Hyun (2011)	Brand Equity	0/71
Yoo et al. (2000)	Brand Loyalty	0/81

### Findings

Data analysis was conducted at two levels: descriptive and inferential. At the descriptive level, the mean, median, and standard deviation of the variables were evaluated, and flowed by inferential data analysis using SPSS26 software.

**Table 2. Average Results from the Responses Given to Examine the Main Hypothesis of the Research**

Answers	First Hypothesis	Second Hypothesis	Third Hypothesis	Fourth Hypothesis	Fifth Hypothesis	Sixth Hypothesis	Seventh Hypothesis	Average
Strongly agree	276	179	217	100	275	306	100	208
Agree	24	127	127	145	65	56	145	98
Somewhat agree	60	64	40	55	31	22	55	47
Disagree	24	3	0	72	6	0	72	25
Somewhat disagree	0	11	0	12	7	0	12	6
Total	384	384	384	384	384	384	384	384



**Figure 1. Diagram of the Results of the Questionnaire Questions Related to the Main Research Hypothesis**

According to the data in Table 2 and also in Figure 1, it can be seen that the answers to the sub-hypotheses all have a positive correlation. The correlation is significant.

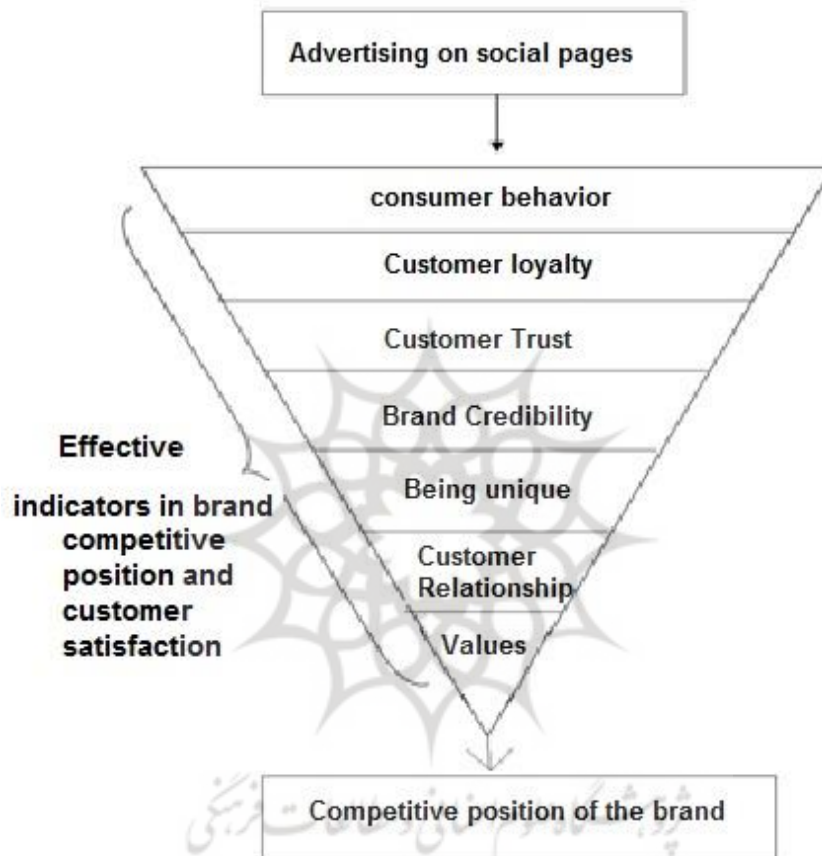


Figure 2. Conceptual Model of the Research

This model is designed according to the research results. In it, the indicators effective in the competitive position of the brand are placed in a triangle and according to the data correlation result, the closer we get to the sharp tip of the triangle, the less important that indicator is for the competitiveness of Daewoo Company's products, and the wider the triangle becomes, the more important that indicator is.

**Table 3. Results of Confirmatory Factor Analysis**

Variable Name	Item	Factor loading	Significance	Result
Customer Relationship Management	1	0.65	12.31	Meaningful
	2	0.83	17.56	Meaningful
	3	0.80	16.67	Meaningful
	4	0.67	13.03	Meaningful
Uniqueness	1	0.78	15.83	Meaningful
	2	0.80	16.65	Meaningful
	3	0.74	14.66	Meaningful
Brand Value Recognition	1	0.41	7.17	Meaningful
	2	0.84	17.81	Meaningful
	3	0.40	7.04	Meaningful
	4	0.43	7.73	Meaningful
Brand Credibility	1	0.43	7.73	Meaningful
	2	0.82	17.24	Meaningful
	3	0.62	11.63	Meaningful
Consumer Trust	1	0.84	17.37	Meaningful
	2	0.77	15.41	Meaningful
	3	0.81	16.44	Meaningful
	4	0.82	16.66	Meaningful
Customer Loyalty	1	0.51	8.96	Meaningful
	2	0.86	18.44	Meaningful
	3	0.87	18.70	Meaningful
Consumer Behavior	1	0.76	15.22	Meaningful
	2	0.79	16.26	Meaningful
	3	0.64	12.18	Meaningful

As is clear, in the fitted factor analysis model, the factor loadings of the dimensions and variables in predicting the relevant items were significantly different from zero, so as a result, none of the items in the questionnaire were removed.

**Table 4. Results from the Pairwise Pearson Correlation Test Using Spss26 Software**

Test components	Pearson correlation results
First and second hypotheses	0.01
Second and third hypotheses	0.01
Third and fourth hypotheses	0.01

Fourth and fifth hypotheses	0.01
Fifth and sixth hypotheses	0.01
Sixth and seventh hypotheses	0.01

#### Sub-Hypotheses of the Research:

- The first hypothesis of the research: Advertising on social networks has a positive effect on managing communication with Daewoo's customers.
- The second hypothesis of the research: Advertising on social networks has a positive effect on the uniqueness of the Daewoo Company's product brand.
- The third hypothesis of the research: Advertising on social networks has a positive effect on recognizing the brand values of Daewoo company's products.
- The fourth hypothesis of the research: Advertising on social networks has a positive effect on increasing the brand reputation of Daewoo company's products.
- The fifth hypothesis of the research: Advertising on social networks has a positive effect on increasing the trust of consumers of Daewoo products.
- The sixth hypothesis of the research: Advertising on social networks has a positive effect on the loyalty of customers of Daewoo company's products.
- The seventh hypothesis of the research: Advertising on social networks has a positive effect on the behavior of consumers of Daewoo company's products.

#### Main Hypothesis of the Research

The main hypothesis: Advertising on social networks has a positive effect on the competitive position of the Daewoo Company's product brand.

**Table 5. Results from the Pearson Correlation Test of All Components Using Spss26 Software Correlations**

		Management	Uniqueness	Brand Value Recognition	Brand Credibility	Customer Loyalty	Consumer Trust	Consumer behavior
Management	Pearson Correlation	1	.892**	.876**	.917**	.689**	.910**	.876**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	557	557	557	557	293	557	557
uniqueness	Pearson Correlation	.892**	1	.863**	.913**	.609**	.922**	.863**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	557	557	557	557	293	557	557
Brand Value Recognition	Pearson Correlation	.876**	.863**	1	.885**	.821**	.861**	1.000**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	557	557	557	557	293	557	557
Brand Credibility	Pearson Correlation	.917**	.913**	.885**	1	.707**	.859**	.885**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	557	557	557	557	293	557	557
Customer Loyalty	Pearson Correlation	.689**	.609**	.821**	.707**	1	.733**	.821**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	293	293	293	293	293	293	293
Consumer Trust	Pearson Correlation	.910**	.922**	.861**	.859**	.733**	1	.861**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	557	557	557	557	293	557	557
Raftar	Pearson Correlation	.876**	.863**	1.000**	.885**	.821**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	557	557	557	557	293	557	557

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 6. Chi-square Calculations of the Main Research Hypothesis**

Main hypothesis			
	Observed N	Expected N	Residual
Answer 1	208	135.0	73.0
Answer 2	196	135.0	61.0
Answer 3	141	135.0	6.0
Answer 4	100	135.0	-35.0
Answer 5	30	135.0	-105.0
Total	675		

**Table 7. Test Statistics**

Main hypothesis	
Chi-Square	158.044 <sup>a</sup>
df	4
Asymp. Sig.	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 135.0.	

The correlation is significant at the 0.01 level. Therefore, we conclude that the main hypothesis of the research is accepted and that advertising on social networks has a positive effect on the competitive position of the Daewoo Company's products.

## **Conclusion**

The aim of this study was to investigate the effect of advertising on social networks on the competitive position of the Daewoo's product brand. Accordingly, the statistical population was collected using a questionnaire method distributed among customers of Daewoo's products. The primary measurement tool was a standard questionnaire derived from the research article by Ashraf et al, 2019, resulting in a sample size of 384 participants, as calculated using the Cochran formula. According to the analysis of individual questions, 44.5 percent of respondents were women, and 55.5 percent were men. 78 percent were over 32 years old, 78 percent had a bachelor's degree, and in terms of income, 74 percent had an income between 15 and 20 million Tomans. Regarding the research hypotheses, respondents gave the highest scores to the sixth hypothesis (loyalty) and the seventh hypothesis (consumer behavior), and the following scores were related to trust, credibility, uniqueness, customer relationship, and value. In fact, advertising on social networks has the greatest impact on consumer behavior and customer loyalty. In the next degree, it leads to consumer trust and seller credibility, and in the next stages, it affects brand uniqueness, customer relationship management, and product values. Considering the total scores, it was concluded that advertising on social networks has a positive impact on the competitive position of Daewoo's products.

Businesses and manufacturers can survive by having loyal customers. Since customer expectations are increasing day by day, companies must meet their expectations beyond basic needs, and according to the present study, we concluded that the focus should extend beyond mere customer satisfaction to include loyalty and trust, fostering long term, mutually beneficial relationships. Considering the issue of competitiveness, organizations must prevent customers from moving towards competitors by creating loyalty through customers' satisfaction, improving service quality, and strengthening the relationship with customers and service providers, and embracing market orientation for long-term engagements. Private organizations

must emphasize on researching customer needs and satisfaction levels, while identifying specific target markets and encouraging their engagement with services.

The results of the first hypothesis (advertising on social networks positively effects on customer relationship management at Daewoo) indicated: Given that the Pearson correlation coefficient using SPSS26 software is greater than 0.5, the correlation is significant. Customer relationship management is a technological method for collecting information about the customer in a way that can influence the customer's behavior through his/her knowledge (Hajikarimi & Mansourian, 2012).

The results of the second hypothesis of the research (advertising on social networks has a positive effect on the uniqueness of the Daewoo company's product brand) showed: since the Pearson correlation coefficient calculated using SPSS26 software was greater than 0.5, the correlation was significant. These results are consistent with the findings of the study (Khorshidi et al., 2014). Consumers place great value on unique products and are willing to pay a lot of money to own them because such products satisfy customers' need to be different from others. Therefore, given the importance of the issue, it is necessary for managers and marketers to make appropriate investments in this regard for business development and further progress.

The results of the third hypothesis of the research (advertising on social networks has a positive effect on the recognition of the brand values of Daewoo products) showed: Given that the Pearson correlation coefficient using SPSS26 software is greater than 0.5, the correlation is significant. And these results are consistent with the findings of the study (Mohammadi and Moradi, 2023).

The results of the fourth hypothesis of the research (advertising on social networks has a positive effect on increasing the brand reputation of Daewoo products) showed: Given that the Pearson correlation coefficient using SPSS26 software is greater than 0.5, the correlation is significant. And these results are consistent with the findings of the research (Mohammadi and Moradi, 2023). As it has been said,

creativity, credibility, and usefulness of information in social media advertising alone can make the buyer decide and take action to buy (Mohammadi and Moradi, 2023).

The results of the fifth hypothesis of the research (advertising on social networks has a positive effect on increasing consumer trust in Daewoo products) showed: Given that the Pearson correlation coefficient using SPSS26 software is greater than 0.5, the correlation is significant. And these results are consistent with the findings of the study (Balochi et al., 2015).

The results of the sixth hypothesis of the research (advertising on social networks has a positive effect on customer loyalty to Daewoo products) showed: Given that the Pearson correlation coefficient using SPSS26 software is greater than 0.5, the correlation is significant. And these results are consistent with the findings of the study (Mahmoudi et al., 2021).

The results of the seventh hypothesis of the research (advertising on social networks has a positive effect on the behavior of consumers of Daewoo products) showed: Given that the Pearson correlation coefficient using SPSS26 software is greater than 0.5, the correlation is significant. And these results are consistent with the findings of the study (Ahangar et al., 2024). Regarding the main hypothesis of the research (advertising on social networks has a positive effect on the competitive position of the Daewoo brand), according to the results obtained from the sub-hypotheses, the answers to the sub-hypotheses all had a positive correlation and the correlation was significant. In addition, using the Spss26 software, pairwise correlation of the data was examined, and revealing results of 0.01. This finding was consistent with the results of the study (Javadian, 2019).

### **Research Suggestions**

According to the results of the main hypothesis of the research, advertising on social networks has a positive effect on the competitive position of the Daewoo Company's product brand. Therefore, the following suggestions are presented:

- It is recommended that Daewoo company managers create personal pages on social networks to strengthen advertising and communicate with consumers through them and answer their questions, because the company's social pages are not very attractive to the audience because they are public.
- Responding to complaints or any request made by phone to the company office is very effective in the willingness of customers to buy, so it is better to use employees with high public relations in these units and pay special attention to this issue when hiring human resources.
- One key issues in social networks advertising involves front-line employees, thus empowering active human resources in this sector so that they benefit from optimal training in how to deal with customers is a necessity. Therefore, holding customer relationship training courses including behavioral skills, good listening skills, speaking skills, and behavior skills in specific situations (angry, impatient, pessimistic customers, etc.) can be effective in this regard.
- Another aspect of advertising on social networks is receiving promised services and products. According to a review of some customer reviews of products presented on Instagram advertising pages, in some cases customers have received a product that is different from the requested product specifications. Therefore, it is essential for sellers to adhere to fulfilling promises and accurately present their products; as gaining customer trust and honoring commitments are vital for perceptions of Daewoo's services and products.
- Given that one of the factors that drives customers to online stores is the place to post comments and read other buyers' comments, it is suggested that in order to improve the shopping experience, more attention be paid to posting user comments regarding not recommending purchasing products.
- One of the essentials for improving brand equity that leads to an increase in the desire to shop online is paying attention to the quality of the products. As long as consumers are confident about the quality of the product, their association with the brand increases. Brand association is what consumers like about the brand.

- Given the wide range of brands, a brand with equity is one that is distinct from others and presents a more favorable image. Therefore, Daewoo company managers must pay attention to customers' attitudes about the brand and consider all the thoughts, feelings, imaginations, images, experiences, beliefs, and attitudes that this brand presents to its customers and take action by applying optimal marketing policies in this regard.
- Another measure that can lead to improving the brand's position and, as a result, increasing the desire of customers to buy is customer participation in the company's programs. This means that, for example, customers can order the desired products with their desired features and can express their opinions in other areas such as distribution and packaging. Engaging customers and giving them value is effective in presenting the right image and can lead to faster recognition of their new needs and desires.
- If users of cyberspace are interested in being more present in this space, learning and buying and selling, or interacting and communicating more, by sending their comments and suggestions, they can help organizations become better acquainted with their needs and interests and provide a more pleasant space for them.

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