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DETERMINING THE BRAND LOYALTY OF BAMBOO PLYWOOD DESIGN OF THAILAND: MODERATING ROLE OF SUSTAINABLE MARKETING

Ratchadaporn Boonsong¹, Sangsom Tungsinpoolperm², Panupong Chanplin^{3}*

^{1,2}Kanchanaburi Rajabhat University, Thailand

³Suan Sunandha Rajabhat University, Thailand

¹supperto1@hotmail.com, ²sangsom@kru.ac.th, ^{3*}panupong.ch@ssru.ac.th

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ABSTRACT

The current study examined the role of innovative brand, company goodwill and brand uniqueness on customer satisfaction and brand loyalty. The objective of this study is to identify the determinants of brand loyalty. Consequently, the relationship between innovative brand, company goodwill, brand uniqueness, customer satisfaction, sustainable marketing and brand loyalty were examined. Population of the study was the companies related to the Bamboo plywood designing from Thailand. Respondents of the study was the employees of Bamboo plywood designing companies. Data collection was carried out through questionnaire and simple random sampling was carried out. Sample size of the study was 300 employees from Bamboo plywood designing companies. Results of the study revealed that innovative brand, company goodwill, brand uniqueness, customer satisfaction and brand loyalty have major role in brand loyalty. The determinants of brand loyalty are; innovative brand, company goodwill and brand uniqueness. Sustainable marketing also has positive effect on brand loyalty. Therefore, practitioners should promote brand loyalty in Bamboo plywood designing by promoting innovative brand, company goodwill, brand uniqueness and customer satisfaction.

INTRODUCTION

Brand loyalty is the major concern of companies as it has influence on the business activities (Rahi, Yasin, & Alnaser, 2017). Brand loyalty is connected with the customers of the company because loyalty is related to the customers. Loyalty of customers with the brand is most important which has major role in business performance. To increase the brand loyalty is the basic objective of various companies as it has influence on the success of the business. It is important because market is full of various brands and customers always have different options which has influence on business success. Loyalty among the customers explained as the willingness of the people to purchase the same brand again and again. As the market always have different brands belongs to the different companies, however, to purchase the brand of a company, it must have a considerable level of brand loyalty. Increase in the loyalty of people increases the purchase of similar brand which is important to promote business performance. Literature provides various evidences that loyalty is also the key of success because customer loyalty forces the people to purchase the brand of a specific company. Therefore, the promotion of brand requires high quality which is needed to generate brand loyalty. Hence, to achieve the higher business performance, the customer loyalty has major importance (Ahmed, Vveinhardt, Warraich, & Baloch, 2020; Fernandes Sampaio, Hernández Mogollón, & de Ascensão Gouveia Rodrigues, 2020).

Brand loyalty is also important in Bamboo plywood designing. The companies working in connection with Bamboo plywood required significant level of brand loyalty. Bamboo plywood is increasing in the market of Thailand which has positive influence on the business activities. Emergence of Bamboo plywood in Thailand has influence on the market and its Bamboo plywood has several competitors. Therefore, to promote brand loyalty in relation to Bamboo plywood is most important and it is the current need of market. It is important to survive in the market by competing with the competitors. As there are many forests in the Thailand, therefore, the wood market is quite famous and has important role in Thailand. Due to the extensive availability of this work, the competition is increasing in the market and require proper strategies to survive in the market. Therefore, brand loyalty in business is most important to achieve (Chikazhe, Chigunha, Dandira, Mandere, & Muchenje, 2020; Fernandes Sampaio et al., 2020; W.-K. Liu, Lee, & Hung, 2017) which is also require in Bamboo plywood designing to archive higher performance in the market.

The brand loyalty can be increased among the Bamboo plywood designing companies through different ways. Companies are using several strategies to promote business performance by increasing the brand loyalty. The brand loyalty among the Bamboo plywood related companies can be increased with the help of increasing customer satisfaction. As the innovation bring something new to the market and differentiate the brand from different other companies' brand. Innovation bring something new in the market which has major importance to increase the level of satisfaction among customers. Therefore, brand innovation is important to promote business through customer satisfaction. As there is a relationship between brand innovation and customer satisfaction (Chandran, Rangarai, & Parayitam, 2020; Supriyadi & Prajogo, 2020). Furthermore, another importance factor which influence on customer satisfaction is company goodwill. Goodwill of the company has vital role to influence on the business activities which required to achieve for companies to get success in the competition. The other important factor having influence on the business loyalty through customer satisfaction is brand uniqueness. Uniqueness of the brand has the ability to influence positively on business success and customer satisfaction. Increase in the customer satisfaction is dependent on the brand unique features. Further, customer satisfaction has influence on the brand loyalty which is proved by the literature (Hashem, Ali, & Allan, 2020; Ofosu-Boateng & Agyei, 2020; Rachmatiah, Hadjaat, & Achmad, 2020; Rahmat & Marso, 2020). Number of studies available in the literature to examine brand loyalty, however, the determinants of brand loyalty are not identified in the literature. Hence,

objective of this study is to identify the determinants of brand loyalty. Additionally, marketing also has important role in brand loyalty. Better marketing activities has the potential to enhance the brand loyalty. Sustainable marketing always has crucial role in business activities (Sun, Kim, & Kim, 2014). Therefore, the relationship between innovative brand, company goodwill, brand uniqueness, customer satisfaction, sustainable marketing and brand loyalty were examined.

LITERATURE REVIEW

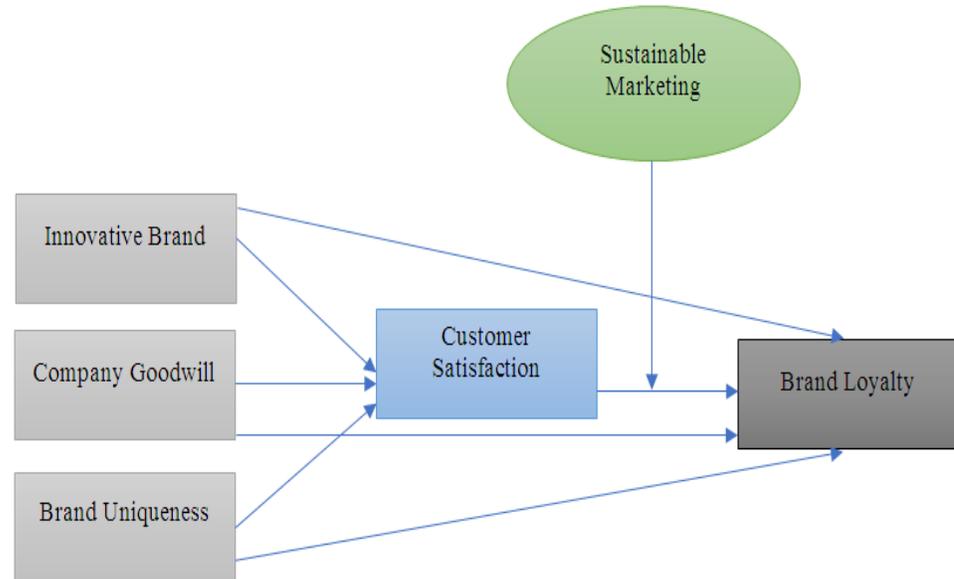
Bamboo plywood is a non-timber forest product and can be used in place of regular plywood. Bamboo plywood can be manufactured to follow either horizontal or vertical grain making for a beautiful plywood interior. It can be used for interior walls, countertops, cabinetry, or furniture. Therefore, Bamboo plywood is connected with the development of homes, shops as well as market which has major importance. Majorly it is based on to increase the beauty in houses, shop and markets. It has the ability to increase the beauty which is the point of interest for the people. Bamboo plywood is increasing in the market and this trend is also increasing among the people to increase the beauty. It is also connected with the furniture products. The furniture product is also important and widely used in whole world. The furniture products beauty can be increased with the help of various designing. Bamboo plywood is a non-timber forest product which has major importance among the various markets of furniture and capturing the market share. In the recent decade, several studies are investigating about the Bamboo plywood and found that it is one of the important role in the market (Li et al., 2009; Qi, Xie, Huang, Yu, & Chen, 2014).

In the Thailand, the market of Bamboo plywood is also increasing which is capturing the market share. In the furniture market, the products of Bamboo plywood are increasing, and the interest of people is also increasing towards Bamboo plywood. The furniture market of Thailand is also increasing due to the forests and having major role in the country. This market is one of the most important market which has central importance to the Thai economy. This industry is providing several benefits to the people as well as to the nation. Because this industry is providing number of employment opportunities to the people which is leading to the welfare of people. It has major role in the economic activities of the people as the economic activities of people are increasing the financial needs of people which is one of the major steps for the people welfare. Along with this, this is one of the most important market which is providing them with rapid speed and progress of this market is contributing to the further development activities. Therefore, this industry has major importance for the business market, as the contribution of this industry in the business market is increasing which has central importance to development economic welfare of the country. Therefore, Bamboo plywood market is emerging and growing with significant speed in the current market (Zhao, Yang, & Zhou, 2019; ZHOU, CHEN, ZHAO, & YANG, 2018).

The performance of Bamboo plywood can be further promoted with the help of various activities. For instance, the promotion of brand loyalty is most important in this market. Increase in the brand loyalty is most important as given in several previous studies (Z. Liu, Huang, & Liang, 2019; Popp & Woratschek, 2017; Saragih et al., 2019). Brand loyalty can be developed with the help of customer satisfaction. Higher customer satisfaction level has the ability to promote business performance of this industry. Along with this, the role of innovative brand is important to increase the customer satisfaction. Additionally, company goodwill also has major importance in brand loyalty through customer satisfaction. In addition to this, the role of brand uniqueness also has major importance for customer satisfaction. Unique brand can increase the customer satisfaction. Therefore, the current study examined the role of innovative brand, company goodwill and brand uniqueness on customer satisfaction and brand loyalty. In addition to these relationships, the role of customer satisfaction as mediating variables is also highlighted in this study. Figure 1 shows the relationship between innovative brand,

company goodwill, brand uniqueness, customer satisfaction, sustainable marketing and brand loyalty.

Figure 1: Theoretical framework of the study showing the relationship between innovative brand, company goodwill, brand uniqueness, customer satisfaction, sustainable marketing and brand loyalty.



A brand is a product, service, as well as concept that is publicly eminent from other products, services, or concepts, therefore, that it can be simply communicated and frequently marketed. A brand name is the name of the typical product, service, or concept. Branding is the procedure of creating as well as disseminating the brand name. Each company has its own brand; however, the innovative brand has major importance for the companies. Because it has vital importance for the companies. Brand must have innovative features to attract the customers. Similar brand along with other companies cannot make the difference. It has the potential to enhance the company performance. Innovative brand always has different features which attract the customers and increase the performance of the company. As it is also given in several previous studies that innovative brand has vital importance for the companies (Chen, Tsai, & Ke, 2019; Фурсова & Давыдова, 2018). Generally, brand has positive role in satisfaction of customers. Increase in brand innovativeness increases the customer satisfaction. In any business activity, customer satisfaction is the major element which shows positive role in business of the company (Lam, Shankar, Erramilli, & Murthy, 2004; Park et al., 2019; Popp & Woratschek, 2017). Customer satisfaction is one of the widely used approach among the company to enhance the business activities. Furthermore, innovative band also has major importance for the brand loyalty. Generally, it has the ability to increase brand loyalty among the people. It has major importance because brand loyalty has the potential to enhance the business performance which is most important for the survival of business in the competitive market.

The second element which is most important in customer satisfaction is “goodwill”. Goodwill is another major factor which has important role in the satisfaction of customers. Goodwill increase the trust of the people on company product. Good will has major contribution to the success of any business because it has major role in customer satisfaction. Along with the other company assets, goodwill is also one of the major assets of the company having importance for the company. It is an intangible asset of the company which work extremely well for the business activities. Goodwill is an intangible

asset that is related with the purchase of one firm by another. It also has relationship with the customers who purchase the products from the company. The value of a corporation's brand name, solid customer base, relationship with customer, good relationship among the employees, and proprietary technology signify some reasons why goodwill exists. This goodwill in the market has vital importance for the business activities because it has the ability to promote business activities. It is also important because it develop the positive image among the people which finally lead to the business success. Therefore, goodwill has major importance for the business activities (Danko et al., 2018; Gonzalez, 2007). It has major relationship with the customer satisfaction. To enhance the customer satisfaction, a company must build a significant level of goodwill as it is address by previous studies that goodwill has vital importance among the business activities. Furthermore, it also has direct effect on the brand loyalty. Brand loyalty can be increased with the help of better goodwill. The companies having better level of goodwill in the market generally have better brand loyalty as compared to those brands from the companies having low level of goodwill. That is the reason the importance of goodwill is highlighted by several previous studies in the literature (Kopalle & Assunção, 2000).

Furthermore, the third important factor which has influence on brand loyalty and customer satisfaction is brand uniqueness. Uniqueness in the brand indicates that the brand must have any feature which do not have by another brand. The similar features do not attract the people for specific brand. Generally, more attractive brands always have something unique which has importance for the people and customers want to purchase the unique brand. Customer always want some thing unique in the product or services which has the ability to influence the satisfaction of customers and ultimately has positive role in business success. Previous studies also show the branding is the major part of any business industry (Arhipova, Vladykina, Donets, Osipova, & Uryupina, 2020; Lowry, Vance, Moody, Beckman, & Read, 2008; Tumasjan, Kunze, Bruch, & Welp, 2020) which require something unique to attract the customers. Therefore, the discussion shows that uniqueness in the brand has the ability to influence the customer satisfaction. To attain certain level of customer satisfaction, the role of brand uniqueness has significant role. It has major role to increase the customer satisfaction. Furthermore, brand uniqueness also has major importance for the brand loyalty. Increase in brand uniqueness increases the brand loyalty, therefore, to enhance the brand loyalty, the role of brand uniqueness is most important. The area of customer satisfaction is the major part of companies (Zablah, Carlson, Donavan, Maxham III, & Brown, 2016).

The above section shows that innovative brand has vital role in customer satisfaction and has the ability to promote the level of satisfaction among people. It is also discussed that goodwill playing major role for the success as well as satisfaction of people. Finally, the previous studies and above discussion also shows that uniqueness of the brand playing key role to enhance business performance by increasing the customer satisfaction. Furthermore, it is important to discuss that customer satisfaction has major importance for brand loyalty. Increase in customer satisfaction increase the brand loyalty. Above section shows that innovative brand, goodwill and brand uniqueness has positive role in customer satisfaction, additionally, customer satisfaction increases the brand loyalty. Customer satisfaction is the most vital part of any brand which has influence on the satisfaction level of people. Customer purchase the brand of the company if they are satisfied with the company. The unsatisfied customer cannot purchase the brand of a concerned company. In this direction, the role of customer satisfaction in branding is most important which reflected in the literature (Adapa & Roy, 2017; Wong, Tong, & Wong, 2017). Therefore, by following the literature, it is evident that customer satisfaction has vital importance for the promotion of brand loyalty. Among various markets such as Bamboo plywood the role of branding is vital. To enhance the brand loyalty, the customer satisfaction is vital. Along with this, in the Bamboo plywood market, the management should promote business activities with the help of

customer satisfaction. As customer satisfaction in business market cannot be neglected (Asghar et al., 2020; De Leon, Atienza, & Susilo, 2020).

Hence, the above discussion shows that innovative brand has positive role in customer satisfaction. Goodwill also has positive role in customer satisfaction. Along with this, brand uniqueness has positive role to promote customer satisfaction. Finally, customer satisfaction has positive influence on brand loyalty. Additionally, marketing activities has vital role among the business organizations. Most of the companies use various marketing activities to promote business performance. Especially, to develop brand loyalty among the customers require marketing is most important. Sustainable marketing practices are required to enhance the brand loyalty. As given in previous studies that sustainable marketing activities are most important (Minton, Lee, Orth, Kim, & Kahle, 2012). In this study, sustainable marketing has influence on the relationship of customer satisfaction and brand loyalty. Therefore, the above discussion lead to the following hypotheses;

Hypothesis 1: Innovative brand has positive effect on customer satisfaction.

Hypothesis 2: Company goodwill has positive effect on customer satisfaction.

Hypothesis 3: Brand uniqueness has positive effect on customer satisfaction.

Hypothesis 4: Innovative brand has positive effect on brand loyalty.

Hypothesis 5: Company goodwill has positive effect on brand loyalty.

Hypothesis 6: Brand uniqueness has positive effect on brand loyalty.

Hypothesis 7: Customer satisfaction mediates the relationship between innovative brand and brand loyalty.

Hypothesis 8: Customer satisfaction mediates the relationship between company goodwill and brand loyalty.

Hypothesis 9: Customer satisfaction mediates the relationship between brand uniqueness and brand loyalty.

Hypothesis 10: Sustainable marketing moderates the relationship between customer satisfaction and brand loyalty.

RESEARCH METHODOLOGY

The current study examined the relationship between innovative brand, company goodwill, brand uniqueness, customer satisfaction and brand loyalty. To examine the relationship among variables, the quantitative research approach is always suitable and recommended in the several studies (Hameed, Nisar, & Wu; Westerman, 2006). This approach is most suitable to examine the effect of one variable on others. This study also investigated the effect of innovative brand, company goodwill, brand uniqueness and customer satisfaction on brand loyalty. Furthermore, the cross-sectional research design is also suitable in this study which is followed for data collection.

Population of the study was the companies related to the Bamboo plywood designing from Thailand. Respondents of the study was the employees of Bamboo plywood designing companies. Questionnaires was used for data collection in which five-point Likert scale was employed. 300 questionnaires were distributed among the Bamboo plywood designing companies of Thailand. Among the 300 distributed questionnaires, 230 were returned and used for data analysis. Furthermore, the current study used simple random sampling technique to collect the data. Finally, this study analyzed the data by using Partial Least Square (PLS). Data screening is given in Table 1.

Table 1: Data Statistics

	No.	Missing	Mean	Median	Min	Max	SD	Excess Kurtosis	Skewness
IB1	1	0	3.599	4	1	5	1.311	-0.602	-0.697
IB2	2	0	3.752	4	1	5	1.245	-1.373	-1.798
IB3	3	0	2.958	4	1	5	1.257	-0.638	-0.599
IB4	4	0	3.669	4	1	5	1.175	-0.256	-1.709
IB5	5	0	3.497	3	2	5	0.834	-1.548	0.043
IB6	6	0	3.427	3	2	5	0.767	-0.285	0.206
CG1	7	0	3.382	3	1	5	0.981	0.233	-1.504
CG2	8	0	2.914	3	2	5	0.696	-0.379	-0.317
CG3	9	0	3.516	4	2	5	0.745	-1.273	-0.241
BU1	10	0	3.465	3	2	5	0.81	-0.484	-0.031
BU2	11	0	3.49	4	2	5	0.779	-0.384	-0.05
BU3	12	0	3.554	4	2	5	0.777	-1.357	-1.1
CS1	13	0	3.879	4	2	5	0.817	-0.533	-0.268
CS2	14	0	3.949	4	2	5	0.796	-0.545	-0.29
CS3	15	0	3.796	4	2	5	0.843	-0.652	-0.177
SM1	16	0	3.879	4	2	5	0.862	-0.762	-0.244
SM2	17	0	3.847	4	2	5	0.823	-0.519	-0.262
SM3	18	0	3.535	3	2	5	0.871	-0.68	0.067
SM4	19	0	3.516	3	2	5	0.803	-0.47	0.209
BL1	20	0	3.446	3	1	5	1.025	0.049	-0.48
BL2	21	0	3.522	4	2	5	0.811	-0.469	-0.073
BL3	22	0	3.573	4	2	5	0.868	-0.7	0.067
BL4	23	0	3.694	4	2	5	0.864	-0.713	-0.079
BL5	24	0	3.949	4	2	5	0.843	-0.617	-0.353

FINDINGS

Findings of the study approached with the help of PLS. Factor loading was examined by using the confirmatory factor analysis. The first step of PLS is given in Figure 2 in which factor loadings are given. Factor loadings are also given in Table 2. It is found that all the factor loadings are above 0.5. additionally, discriminant validity is examined by using the cross-loadings given in Table 4.

Figure 2. Measurement Model

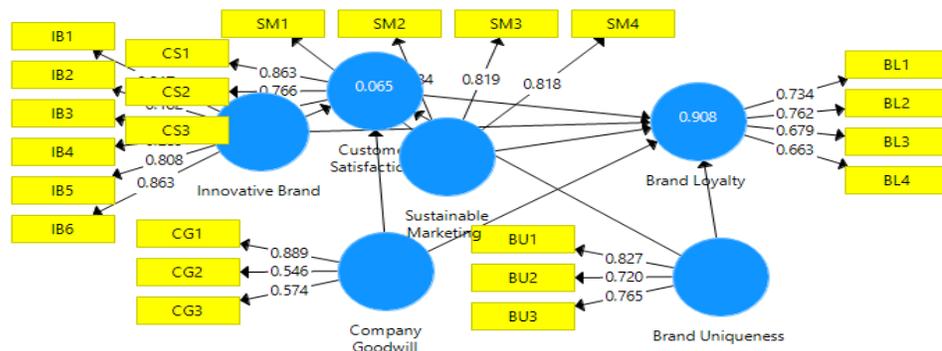


Table 2: Factor Loadings

	Brand Loyalty	Brand Uniqueness	Company Goodwill	Customer Satisfaction	Innovative Brand	Sustainable Marketing
BL1	0.734					
BL2	0.762					
BL3	0.679					
BL4	0.663					
BU1		0.827				
BU2		0.72				
BU3		0.765				
CG1			0.889			
CG2			0.546			
CG3			0.574			
CS1				0.863		
CS2				0.766		
CS3				0.668		
IB1					0.517	
IB2					0.582	
IB3					0.559	
IB4					0.589	
IB5					0.808	
IB6					0.863	
SM1						0.553
SM2						0.584
SM3						0.819
SM4						0.818

Table 3: Reliability and Convergent Validity

	Alpha	rho_A	CR	(AVE)
Brand Loyalty	0.772	0.777	0.803	0.505
Brand Uniqueness	0.759	0.764	0.815	0.596
Company Goodwill	0.739	0.769	0.718	0.572
Customer Satisfaction	0.776	0.731	0.812	0.593
Innovative Brand	0.764	0.773	0.711	0.571
Sustainable Marketing	0.715	0.709	0.772	0.543

Table 3 shows the values of composite reliability (CR). It is found that innovative brand, company goodwill, brand uniqueness, customer satisfaction, sustainable marketing and brand loyalty have CR above 0.7. Furthermore, all the variables have average variance extracted (AVE) above 0.5. Thus, both CR and AVE are above the minimum value.

Figure 3 shows the relationship between variables and results are given in Table 5 and Table 6. It is found that brand uniqueness has positive effect on brand loyalty. Company goodwill has positive effect on brand loyalty. It also has positive effect on customer satisfaction. Customer satisfaction has positive effect on brand loyalty. Additionally, innovative brand has positive effect on customer satisfaction. Sustainable marketing has positive effect on brand loyalty. Additionally, three mediation effect are examined in this study but only one is significant as given in Table 6. Moderation effect of sustainable marketing is positive which is strengthening the relationship.

Table 4: Cross-Loadings

	Brand Loyalty	Brand Uniqueness	Company Goodwill	Customer Satisfaction	Innovative Brand	Sustainable Marketing
BL1	0.934	0.519	0.845	0.193	0.559	0.51
BL2	0.792	0.767	0.499	0.11	0.569	0.526
BL3	0.879	0.691	0.434	0.172	0.569	0.548
BL4	0.863	0.635	0.368	0.044	0.464	0.431
BU1	0.759	0.827	0.549	0.112	0.597	0.535
BU2	0.67	0.72	0.455	0.166	0.566	0.537
BU3	0.705	0.765	0.449	-0.002	0.575	0.5
CG1	0.748	0.563	0.889	0.184	0.597	0.534
CG2	0.361	0.375	0.546	0.105	0.362	0.273
CG3	0.335	0.326	0.574	0.249	0.323	0.312
CS1	0.179	0.121	0.242	0.863	0.174	0.178
CS2	0.14	0.093	0.198	0.766	0.093	0.093
CS3	0.076	0.031	0.091	0.668	0.008	0.022
IB1	0.031	0.006	0.095	0.099	0.817	0.07
IB2	-0.014	-0.054	0.047	0.047	0.182	0.077
IB3	0.061	0.037	0.093	0.071	0.259	0.154
IB4	0.096	0.055	0.112	0.111	0.289	0.128
IB5	0.608	0.558	0.512	0.024	0.808	0.807
IB6	0.706	0.738	0.591	0.182	0.863	0.784
SM1	0.123	0.075	0.124	0.559	0.037	0.853
SM2	-0.01	-0.013	-0.038	0.519	0.009	0.884
SM3	0.577	0.511	0.464	0.007	0.76	0.819
SM4	0.583	0.604	0.461	0.132	0.772	0.818

Figure 3. Structural Model

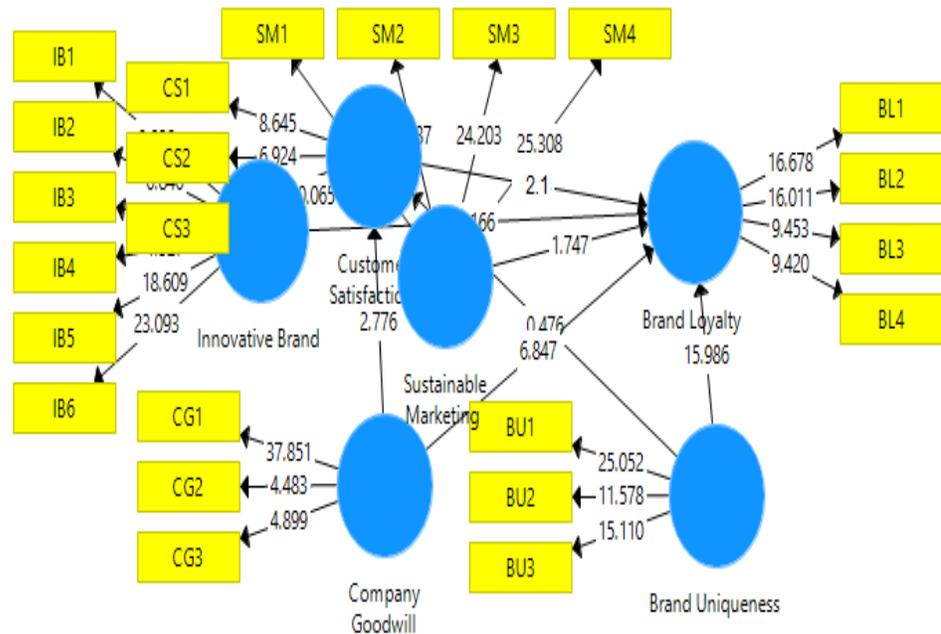


Table 5: Direct Effect Results

	(O)	(M)	SD	T Statistics	P Values
Brand Uniqueness -> Brand Loyalty	0.717	0.711	0.045	15.986	0
Brand Uniqueness -> Customer Satisfaction	0.069	0.074	0.144	0.476	0.317
Company Goodwill -> Brand Loyalty	0.276	0.28	0.04	6.847	0
Company Goodwill -> Customer Satisfaction	0.288	0.307	0.104	2.776	0.003
Customer Satisfaction -> Brand Loyalty	0.021	0.019	0.01	2.1	0.043
Innovative Brand -> Brand Loyalty	0.111	0.074	0.095	1.166	0.122
Innovative Brand -> Customer Satisfaction	0.009	0.012	0.002	4.999	0
Sustainable Marketing -> Brand Loyalty	0.166	0.132	0.095	1.747	0.041

Table 6: Indirect Effect Results

	(O)	(M)	SD	T Statistics	P Values
Brand Uniqueness -> Customer Satisfaction -> Brand Loyalty	0.001	0.002	0.005	0.319	0.375
Company Goodwill -> Customer Satisfaction -> Brand Loyalty	0.006	0.006	0.003	1.999	0.047
Innovative Brand -> Customer Satisfaction -> Brand Loyalty	0	0	0.004	0.048	0.481
Customer satisfaction* Sustainable Marketing -> Brand loyalty	0.015	0.15	0.007	2.13	0.036

CONCLUSION

The objective of this study was to identify the determinants of brand loyalty. Consequently, the relationship between innovative brand, company goodwill, brand uniqueness, customer satisfaction and brand loyalty were examined. It is found that innovative brand has positive effect on brand loyalty through customer satisfaction. Increase in innovation in brand increases the brand loyalty. Company goodwill also has positive effect on brand loyalty which shows that if a company have better goodwill, it is the better chances to enhance the brand loyalty, however, if the company have low level of goodwill, it have a lower chance to have brand loyalty among the customers. Furthermore, brand uniqueness also has major influence on brand loyalty. Additionally, innovative brand and company goodwill have positive influence on customer satisfaction which further increases the brand loyalty. Therefore, results of the study revealed that innovative brand, company goodwill, brand uniqueness, customer satisfaction and brand loyalty have major role in brand loyalty. Hence, the determinants of brand loyalty are; innovative brand, company goodwill and brand uniqueness. Finally, it is found that sustainable marketing also has important role to promote the relationship between customer satisfaction and brand loyalty. It has the ability to strengthen the positive relationship between customer satisfaction and brand loyalty.

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