



# The Effect of Celebrity Endorsement on Young Consumer Purchase Intention in Bangladesh: An Empirical Study

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## ABSTRACT

**Purpose:** The purpose of this study is to investigate the effect of celebrity endorsement components (expertise, attractiveness, and trustworthiness) on brand attitude, brand loyalty, and purchase intention. This study looks at the elements of celebrity endorsements that influence young consumers' purchasing preferences in the Barishal region of Bangladesh.

**Methodology:** The study model incorporates constructs from earlier literature that have been proven to have substantial relations with purchasing intention. A self-administered questionnaire has been used through an online survey to collect 205 data from young people aged 20 to 24. Additionally, SPSS has been used to analyze the data.

**Findings:** The study demonstrates that celebrity expertise and trustworthiness significantly influence brand attitudes and brand loyalty. However, celebrity attractiveness is not much impacted by brand attitudes and brand loyalty. The study also demonstrates that brand loyalty is the most substantial influence on purchase intention.

**Practical Implications:** The findings of this study will help producers, marketers, merchants, and advertisers figure out what traits of a celebrity contribute to a favorable brand attitude, brand loyalty, and buy intention.

**Originality:** This paper empirically examines how different variables affect celebrity endorsement's influence on the buying behaviour of consumers' decisions of young customers.

**Research Limitations:** In this study, the respondents are young, so the findings may not be applicable on a general basis.

## 1. Introduction

Celebrity endorsement has been one of the most powerful advertising techniques in recent years. Businesses are using this strategy more frequently every day. It has proven to be a winning formula since it encourages brand attitudes and brand loyalty, raising young consumers' purchase intentions. Celebrities are well-known people who frequently possess

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unique characteristics like expertise, trustworthiness, and attractiveness (Silvera & Austad, 2004; McCracken, 1989). Celebrity endorsers have a high level of public recognition and use it to support a product in advertisements (McCracken, 1989). Employing a celebrity in advertising is more likely to positively impact consumer attitudes, brand loyalty, and purchasing intentions (Schlecht, 2003). While advertising has proven to be successful, celebrity endorsement has only sometimes proven to be so. In reality, research on celebrity endorsement has been inadequate and, at times, conflicting up to this point (O'Mahoney & Meenahen, 1997; 1998).

Companies today pay celebrities millions annually to advertise their products or services. Determining the impact of celebrity endorsement on attitudes toward brand loyalty and increasing purchase intention is always tricky for marketers. In actuality, many variables that affect a celebrity endorsement strategy's efficacy still need to be fully considered. There need to be more studies on how young consumers view celebrity endorsements of branded products. Do they have different opinions about celebrities endorsing products? Is a celebrity endorsing a consequence a big motivator for others to buy it? These questions are significant because no previous studies have been conducted in this field (Mersid Poturak & Nedim Kadrić, 2013).

Many marketing studies have examined how celebrity endorsements influence customers purchasing decisions (Aw & Labrecque, 2020). According to Bramantya & Jatra (2016), Celebrity endorsement significantly impacts consumer spending. However, celebrities cannot significantly assist in promoting products (Rai et al., 2021). Further, (S.W. Wang et al., 2017) examine the effects of celebrity endorsement on brand attitude, brand credibility, and purchase intention (Erdogan, 1999). Celebrity endorsements have a favourable effect on brand attitude (Till & Busler, 2000). Furthermore, brand attitude (Wang et al., 2017) has proven to affect the likelihood of a consumer making a purchase significantly. Based on these relationships, this study develops a model that includes brand attitude and loyalty as mediating factors between celebrity endorsement and purchase intention. The primary goal of this study will be to investigate the influence of celebrity endorsements on young consumers' purchasing intentions. Thus, this paper aims to determine the impact of celebrity characteristics – expertise, attractiveness, and credibility on brand attitudes, brand loyalty, and purchase intentions of young consumers in Bangladesh. According to the world health organization (WHO), young adult consumers are those between the ages of 20 and 24 (World, 2022). Besides other generations, young people use brands as an extension of themselves (Novak et al., 2006). So it is vital to know their attitude about celebs' endorsements on specific products and purchasing intention.

Previous literature described that more than 70% of young consumers are attracted to celebs at any stage. Additionally, young consumers look up to superstars and often model their identities after those of their favourite celebrities (Boon & Lomore, 2001). For this, young university-going consumers played a pivotal role in shaping celebs' marketing (Lee, 2015). Additionally, young people have brand consciousness (White, 2014), prefer brand

products and are comfortable with them (Merrill, 1999). So investigating then can be benefitted the wholesalers and retailers who targeted this range of customers. It is vital to understand the responses to particular market strategies like celebrity endorsements. However, previous research has yet to examine celebrity endorsements from the viewpoint of young consumers (Ahmad, Idris, Mason, & Chow, 2019). According to Google Scholar, no research has been done on this topic in Bangladesh more than past ten years. However, there are 1.2 billion young people worldwide, accounting for 16% of the global population. Interestingly, one-third of these young people currently live in Bangladesh (Nations, 2022). Therefore, the reason for conducting this study is to ascertain whether or not a celebrity endorsement influences young consumer perception and loyalty to a brand and to what extent the celebrity will influence purchase intention via attitudes toward the brand and brand loyalty of young consumers of Bangladesh.

## **2. Review of the Literature and Hypothesis Development**

### ***2.1 Celebrity Expertise***

The degree to which a message communicator can be trusted to make valid assertions is referred to as expertise (Hovland et al., 1953). In general, if the endorser is believed to be knowledgeable, skilled, and experienced with the product and services, she/he is considered an expert in the eyes of the customer (Baniya, 2017). Celebrity expertise has a beneficial effect on brand attitude (Till & Busler, 2000). Maddux and Rogers (1980) showed that celebrity expertise contributes to a more positive attitude toward the brand. Baniya (2017) found a positive correlation between celebrity expertise and brand loyalty. Thus, we can propose the following hypotheses:

H<sub>1</sub>: The influence of celebrity expertise on brand attitude is positive.

H<sub>2</sub>: The influence of celebrity expertise on brand loyalty is positive.

### ***2.2 Celebrity Attractiveness***

The attractiveness of celebrities is determined by their visual, personality, or other qualities, including intelligence or way of life (Febrian, 2021). In society, endorsers are valued according to their attractiveness. Solomon (2002) showed that customers might be attracted to endorsers because of their likeability, physical appearance, and personality traits. The attractiveness of celebrities has a significant impact on consumer brand loyalty (Ibok, 2013; Audi et al., 2015). Martey (2014) showed that attraction to celebrities and brand loyalty are linked. Physical attractiveness can influence people's attitudes (Menon et al., 2001). Till and Busler (1998) found that attractiveness impacts consumer attitudes toward a brand. An attractive celebrity aims to influence brand attitudes and buying intentions favorably (Petty et al., 1983; Erdogan, 1999). Thus, we can propose the following hypotheses:

H<sub>3</sub>: The influence of celebrity attractiveness on brand attitude is positive.

H<sub>4</sub>: The influence of celebrity attractiveness on brand loyalty is positive.

### **2.3 Celebrity Trustworthiness**

As regarded by the target audience, the endorser's attribute of dignity, believability, and honesty is defined as trustworthiness (Erdogan, 1999). When a customer trusts a source, they expect the message to be credible (Hovland & Wiess, 1951). The viewpoint of those who observe a celebrity can indicate whether or not he or she is honest or dishonest and whether or not he or she can be trusted (Erdogan, 1999). Spry, Pappu, and Cornwell (2011) showed that the trustworthiness evaluations of endorsers have a positive impact on brand loyalty. Febrian (2021) also found that the trustworthiness of celebrities has a favorable influence on brand loyalty and attitude. Thus, we can propose the following hypotheses:

H<sub>5</sub>: The influence of celebrity trustworthiness on brand attitude is positive

H<sub>6</sub>: The influence of celebrity trustworthiness on brand loyalty is positive.

### **2.4 Attitude towards Brand**

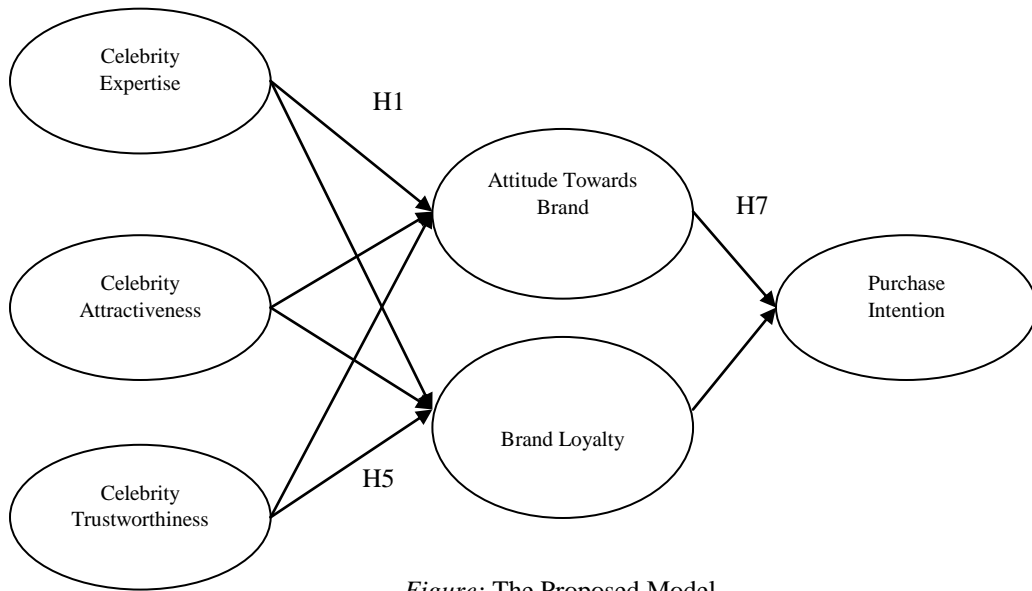
Brand attitude refers to a customer's choice and the general opinion of a product that represents their likes and dislikes (Solomon, 2014). Because brand attitude is the most critical criterion of purchase intent, it significantly impacts it (Vidnata et al., 2018). Brand attitude influences purchase intentions indirectly as it promotes intentions (Wang et al., 2019). Consumers' attitudes toward brands have been demonstrated to significantly impact their purchase intentions (Goldsmith et al., 2000; 2002; Yi, 1990; Gresham & Shimp, 1985). In a study on celebrity endorsements, Febrian (2021) discovered that buying decisions are impacted by brand attitude. Additionally, Till and Busler (2000) discovered that when buyers have a positive attitude towards a brand, their purchase intent is strong. In light of this, we can suggest the following:

H<sub>7</sub>: Brand Attitude has a beneficial impact on purchase intention.

### **2.5 Brand Loyalty**

An association between a brand and its customers is referred to as brand loyalty (Boonghee & Donthu, 2001). Brand loyalty was described by Belaid and Behi (2011) as a consumer's routine and recurrent purchases from the same brand. Because of this connection, buyers have strong purchasing intentions and are unlikely to switch brands. Many previous studies have found that brand loyalty promotes purchasing intent (Mittal et al., 1998). Brand loyalty, in the opinion of Biscaia, Correia, Rosado, Ross, and Maroco (2013), directly influences consumers' intentions to make a purchase. Purchase intent and brand loyalty have a favorable association (Ndlela & Chuchu, 2016). Marium Mateen Khan et al., (2019) showed that brand loyalty correlates with buying intent. As a result, we can suggest the following:

H<sub>8</sub>: Brand loyalty has a positive relationship with purchase intention.



### 3. Research Design and Methods

#### 3.1 Sample Size

The study used the guidelines of Malhotra and Dash (2004) to determine the sample size. Malhotra and Dash's (2004) guidelines say that there should be at least four or five times as many sample sizes as variables needed for research. According to this recommendation, data was collected from 205 young consumers who studied in university level and currently lived in the Barishal region.

#### 3.2 Measurement Instruments

The measurement items for each construct in our proposed study were gathered from previous research. The measuring items for each latent component are listed in Table 1.

Construct	Items	Sources
Celebrity Expertise	<ol style="list-style-type: none"> <li>1. In the product category commercial, the celebrity who appears in an expert</li> <li>2. In the product category commercial, the celebrity who appears is experienced</li> <li>3. In the product category commercial, the celebrity who appears is qualified</li> <li>4. In the product category commercial, the celebrity who appears is skilled.</li> </ol>	Ohanian (1990)

Celebrity Attractiveness	<ol style="list-style-type: none"> <li>1. In the product category commercial, the celebrity who appears is attractive.</li> <li>2. In the product category commercial, the celebrity who appears is classy (fashionable).</li> <li>3. In the product category commercial, the celebrity who appears is beautiful.</li> <li>4. In the product category commercial, the celebrity who appears is elegant</li> </ol>	Ohanian (1990)
Celebrity Trustworthiness	<ol style="list-style-type: none"> <li>1. In the product category commercial, the celebrity who appears is dependable</li> <li>2. In the product category commercial, the celebrity who appears is honest.</li> <li>3. In the product category commercial, the celebrity who appears is reliable.</li> <li>4. In the product category commercial, the celebrity who appears is sincere.</li> <li>5. In the product category commercial, the celebrity who appears is trustworthy.</li> </ol>	Ohanian (1990)
Attitude toward brand	<ol style="list-style-type: none"> <li>1. I believe my favorite celebrity's sponsored brand is excellent.</li> <li>2. I believe my favorite celebrity's sponsored brand is useful</li> <li>3. My perception is positive of a brand promoted by one of my favorite celebrity</li> <li>4. Because of the celebrity endorsement, I remember the brand.</li> </ol>	(Chin et al., 2019; Singh & Banerjee, 2018)
Brand Loyalty	<ol style="list-style-type: none"> <li>1. I am devoted to products that my favorite celebrity endorses.</li> <li>2. Brands supported by my favorite celebrity are most likely to be my first choice.</li> <li>3. If a brand supported by my favorite star is available, I must not buy another brand.</li> </ol>	Sürücü et al. (2019).
Purchase Intention	<ol style="list-style-type: none"> <li>1. Celebrity-endorsed brands quickly attract my interest.</li> <li>2. I consider celebrity-endorsed brands first when I need to make a purchase.</li> <li>3. I will purchase a product no matter the cost my favorite celebrity endorsing it.</li> <li>4. I buy something because I love the person who advertises it.</li> <li>5. I might purchase a product that is advertised by the celebrity I like.</li> <li>6. I'm pleased to purchase a product from a celebrity I admire.</li> </ol>	Jiménez-Castillo & Sánchez-Fernández, 2019; Osei Frimpong et al., 2019

### 3.3 Questionnaire Design and Data Collection

For this investigation, empirical data were collected through an online survey. The researchers used a convenience sampling approach in their investigation. *Convenience*

*sampling* is a non-probability sampling strategy that involves gathering data from persons readily available in the community. It is typically used during a study's exploratory phase (Sekaran & Bougie, 2010). The survey comprises 26 measuring questions aimed at determining the core factors of young consumers' purchase intentions. Data was collected using a Google Form. In this case, the Google form was active from March 6, 2022, through May 22, 2022. The questionnaire consisted of four sections. Part one briefly defined the study's aims and assured respondents that their answers would be kept undercover and only used for research purposes. Part two of the survey includes demographic questions (age, gender, education, marital status, occupation, and family income). Part three carried/showed a video example of celebrity advertisement. In Part 4, here, A 5-point Likert scale was used to score the questions, ranging from (1) "strongly disagree" to (5) "strongly agree." This online survey gathered 205 responses.

### ***3.4 Analysis***

For the time being, SPSS is one of the techniques that is used to evaluate hypotheses. We employed SPSS to examine survey data for the structural model and the measurement in this work. For analysis, survey data from a Google Form was transferred into Microsoft Excel and then entered into SPSS software. We investigated correlation, Pearson (r), R<sup>2</sup>, ANOVA, and Regression coefficient by using SPSS.

## **4. Results**

### ***4.1 Demographic Information***

The plurality of those who responded (64.4%) was between the ages of 21 and 23 years old, with a considerable ratio of male respondents (54.10 percent) outnumbering female respondents (45.90 percent). The students had a grip over the respondents (98 percent). Furthermore, their typical monthly household income ranged from taka 10,001 to 20,000 is 24.9 percent, and below Taka 10,000 is 31.7 percent. Regarding education level, 63.3 percent of respondents have completed or are pursuing bachelor's degrees, while 24.4 percent have completed Higher Secondary. Regarding marital status, 91.7 percent of respondents are single, while only 8.3 percent are married. Muslim respondents made up almost 86 percent of the total.

**Table-2: Demographic Profile of Respondents**

Item	Description	Frequency	Percentage
Gender	Male	111	54.1
	Female	94	45.9
Marital Status	Married	17	8.3
	Unmarried	188	91.7
Age	18-20	32	15.6
	21-23	128	64.4
	24-26	43	21.0
Education	Higher Secondary	50	24.4
	Graduation	136	66.3
	Post-Graduation		8.3
Occupation	Student	201	98.0
	Service Holder	3	1.5
Family Income	Below 10000	65	31.7
	10,001-20,000	51	24.9
	20,001-30,000	28	13.7
	30,001-40,000	29	14.1
	40,001-50,000	15	7.3
Religion	Muslim	176	85.9
	Hindu	28	13.7

#### **4.2 Measurement Model**

Cronbach's alpha shows the reliability of latent constructs. Cronbach's ideal alpha level is 0.70; however, exploratory investigation shows that 0.4 or higher is preferable (Hair, Ronald, Tatham, Anderson, & William, 1995; Hulland, 1999). Due to low factor loading, measurement items CE1, CA3, and PI3 were deleted. The results shown in Table 3 reveal that all Cronbach's alpha values are more than 0.70. As a result, our findings guarantee internal consistency and convergent validity.



**Table-3: Measurement Model**

Constructs	Item	Loadings	Cronbach's Alpha
Celebrity Expertise (CE)	CE2	.726	.767
	CE3	.628	
	CE4	.529	
Celebrity Attractiveness (CA)	CA1	.666	.785
	CA2	.691	
	CA4	.589	
Celebrity Trustworthiness (CT)	CT1	.568	.852
	CT2	.641	
	CT3	.832	
	CT4	.615	
	CT5	.815	
Attitudes Toward Brand (ATB)	ATB1	.647	.835
	ATB2	.693	
	ATB3	.666	
	ATB4	.632	
Brand Loyalty (BL)	BL1	.783	.811
	BL2	.751	
	BL3	.713	
Purchase Intention (PI)	PI1	.654	.839
	PI2	.580	
	PI4	.781	
	PI5	.709	
	PI6	.777	

**Table-4: Pearson Correlation among the variables**

<b>Correlations</b>							
		<b>CE</b>	<b>CA</b>	<b>CT</b>	<b>ATB</b>	<b>BL</b>	<b>PI</b>
<b>CE</b>	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	205					
<b>CA</b>	Pearson Correlation	.573**	1				
	Sig. (2-tailed)	0.000					
	N	205	205				
<b>CT</b>	Pearson Correlation	.563**	.616**	1			
	Sig. (2-tailed)	0.000	0.000				
	N	205	205	205			
<b>ATB</b>	Pearson Correlation	.540**	.414**	.509**	1		
	Sig. (2-tailed)	0.000	0.000	0.000			
	N	205	205	205	205		
<b>BL</b>	Pearson Correlation	.392**	.332**	.474**	.726**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		
	N	202	202	202	202	202	
<b>PI</b>	Pearson Correlation	.424**	.296**	.437**	.697**	.820**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	205	205	205	205	202	205
**. Correlation is significant at the 0.01 level (2-tailed).							

The associations were established by observing the correlation between different variables and finding out the effect on dependent variables of independent variables. Here the most influential factor is brand loyalty ( $r = .820$  at  $p \leq 0.001$ ) which strongly correlates with purchase intention. Celebrity Expertise correlates with ATB (.540) but does not correlate with BL ( $r = .392$ ). Celebrity Attractiveness does not correlate with ATB ( $r = .414$ ) and BL ( $r = .332$ ). Again, it shows that Celebrity Trustworthiness strongly correlates with ATB ( $r = .509$ ) but no correlation with BL ( $r = .474$ ). Further, it shows that ATB significantly correlates with PI ( $r = .697$ ). Among all variables, Brand Loyalty correlates significantly with Purchase Intention.

### 4.3 Structural Model

The study found that Celebrity expertise positively and significantly affects Brand Attitude ( $\beta=0.361$ ; t-statistics = 4.930; p-value= .000) and Brand Loyalty ( $\beta=0.183$ ; t-statistics = 2.311; p-value= .022). Thus, accept hypotheses H1 and H2. It further shows that Celebrity Attractiveness has no significant impact on Brand Attitude ( $\beta=.030$ ; t-statistics = .394; p-value= .694) and Brand Loyalty ( $\beta=.002$ ; t-statistics = 0.025; p-value= .980). So, the study rejects H3 and H4. It also found that Celebrity Trustworthiness has a positive and significant impact on Brand Attitude ( $\beta=.287$ ; t-statistics = 3.770; p-value= .000) and Brand Loyalty ( $\beta=.371$ ; t-statistics = 4.495; p-value= .000). It then accepts H5 and H6. Finally, it showed brand attitude ( $\beta=.697$ ; t-statistics = 13.848; p-value= .000) and brand loyalty ( $\beta=.820$ ; t-statistics = 20.230; p-value= .000) have a significant positive impact on Purchase Intension. So, it also accepts H7 and H8.

**Table 5: Structural Model**

Path	$\beta$	t – statistics	p - Value	Comment
H1: CE $\rightarrow$ ATB	.430	4.930	.000	Supported
H2: CE $\rightarrow$ BL	.266	2.311	.022	Supported
H3: CA $\rightarrow$ ATB	.038	0.394	.694	Not Supported
H4: CA $\rightarrow$ BL	.003	.025	.980	Not supported
H5: CT $\rightarrow$ ATB	.352	3.770	.000	Supported
H6: CT $\rightarrow$ BL	.554	4.495	.000	Supported
H7: ATB $\rightarrow$ PI	.669	13.848	.000	Supported
H8: BL $\rightarrow$ PI	.646	20.230	.000	Supported

**Table 6: Regression Summary Model**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.837 <sup>a</sup>	0.701	0.693	0.462

Table 6 demonstrates that the model explains for 70.1 percent of the variance in the purchasing intentions of young consumers ( $R^2=0.701$ ).

**Table 7: ANOVA Model**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	98.099	5	19.620	91.756	.000 <sup>b</sup>
Residual	41.910	196	0.214		
Total	140.009	201			

In Table 7,  $F(5, 196) = 91.756$ ,  $p < 0.001$ , indicating that the five factors under investigation have a significant impact on young consumer's buying intention.

## **5. Discussion**

This study examines brand loyalty, brand attitude, and purchase intention for celebrity endorsers' expertise, trustworthiness, and attractiveness. This study aimed to determine what impacts the purchase intention of young consumers of the Barishal region of Bangladesh.

According to the study, celebrity expertise has a good impact on brand loyalty and brand attitude. Young consumers perceive the celebrity as an expert, experienced, qualified, and skilled, significantly affecting brand attitude and brand loyalty. This outcome is in line with the findings. (Till & Busler, 2000; Maddux & Rogers, 1980). The findings also suggest that celebrity attractiveness has little or no significant influence on brand attitude or loyalty. This statement implies that if the celebrity is beautiful, classy, or elegant, it will not impact brand attitude and brand loyalty. However, it was discovered that celebrity trustworthiness positively impacted brand attitude and brand loyalty. Febrian (2021) also showed that brand attitude and brand loyalty substantially affect purchase intent. According to Vidyanata et al. (2018), the brand attitude has a significant relationship with purchase intention because brand attitude is an essential measure of purchase intention. Biscaia, Correia, Rosado, Ross, and Maroco (2013) also showed that brand loyalty directly influences purchase intention.

Many researchers showed that celebrity attractiveness positively affects brand and brand loyalty. Nevertheless, this study rejects those hypotheses at the 5% significance level. Future research is needed to verify these findings.

## **6. Implications**

The findings of this study will help policymakers, readers, producers, marketers, merchants, entrepreneurs, and advertisers figure out what celebrity traits contribute to a favorable brand attitude, brand loyalty, and buying intentions. Simultaneously, it could help entrepreneurs and researchers learn about the student's perception of celebrity endorsements.

Based on the research findings, it is assumed that advertisers will pay closer attention to celebrities' expertise and trustworthiness. After all, future promotion strategies will choose celebrities who are more expert, experienced, qualified, skilled, dependable, honest, reliable, and trustworthy to get sales results that significantly and maximally increase because celebrities' expertise, and trustworthiness, have the most dominant influence on the purchase intention variable.

## **7. Limitations and Future Research**

There are various flaws in this study that need to be addressed for future research. First, although the impact of celebrities' endorsements on consumers' intent to buy was investigated in this study, it did not assess whether or not these intentions translated into actual purchases.

Additionally, the respondents are young consumers, so our research findings may only apply to some. In the future, other demographic factors can be enrolled. Moreover, research data has been gathered through an online survey, so some bias issues may exist (Zong & Vowles, 2013), which can be removed in the future. Additionally, researchers can measure the direct effects of celebrity trustworthiness, celebrity attractiveness, and celebrity expertise on purchase intentions. Also, other variables such as celebrity popularity, celebrity familiarity, product quality, product match-up, brand image, brand awareness, etc. can also be included to ensure the robustness of the study.

## **8. Conclusion**

This study aimed to see how celebrity endorsement affects attitudes toward the brand, brand loyalty, and purchase intent among young consumers in Bangladesh. In this context, we created a research model based on prior literature constructs that substantially impacted purchase intent. According to the findings, celebrity expertise influences brand attitudes and brand loyalty positively and significantly. It also demonstrates that celebrity attractiveness has little consequence on brand attitudes or loyalty. Furthermore, it was discovered that celebrity trustworthiness has a favorable and considerable impact on attitude toward brand and brand loyalty. Finally, it demonstrated that Purchase Intention is significantly and positively impacted by brand loyalty and brand attitude. The results also indicate that brand loyalty has the most significant impact on intention. Furthermore,  $R^2=0.701$  indicates that the model explains 70.1 percent of the variance in the buying intentions of young consumers.

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