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The Impact of Weather on Attitudes and Repurchase Intention for Iced Tea in Semarang

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Abstract

Repeat purchase intention is one of the most critical goals in marketing, especially among residents, where daytime temperatures tend to be relatively high. The habit of consuming cold beverages due to both necessity and the effects of weather also influences the shopping behavior. Iced tea is already a familiar product for the Indonesian population. The aim of this study is to examine the moderating role of weather on the effects of brand image, product quality, and price on consumer attitudes, as well as its impact on repeat purchase intention. This research employs a correlational design with a quantitative approach. A total of 120 respondents were sampled, and the collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that brand image, product quality, and price significantly affect consumer attitudes, which in turn influence repeat purchase intention. Furthermore, weather has a moderating effect on the influence of brand image and price on consumer attitudes. This study recommended that companies enhance brand image by incorporating customer ideas, implementing effective and conducive digital marketing strategies, and employing high-quality marketing packaging to generate a better perception of the product.

Keywords

Brand Image, Consumer Attitudes, Price, Product Quality, Repeat Purchase Intention, Weather.

1. Introduction

Businesses must comprehend the elements influencing consumers' purchase decisions in a highly competitive business climate. Customer repeat purchase intention is one of the key factors for businesses seeking to increase revenue (Parengkuan et al., 2017; Dapas et al., 2019; Desara et al., 2021; Leksono & Prasetyaningtyas, 2021; Chatzoglou et al., 2022; Peranginangin et al., 2023). Repeat purchase intention refers to a consumer's willingness to buy a product again after initial use, thereby strengthening the relationship between the consumer and the company. Several factors affect this intention, including consumer attitudes, brand preference, product quality, perceived value, and price (Putri, 2016; Naini et al., 2022).

Previous studies have highlighted the importance of adapting marketing strategies to the digital era. Consumer attitude is a critical determinant for understanding purchase intentions, as it reflects a consumer's tendency to behave in a certain way toward a product or service (Harun et al., 2020; Omar et al., 2023). Attitudes can be influenced by various factors, including personal experience, information from others, and marketing efforts (Thuy & Quang, 2022). Brand image is another significant factor in shaping consumer purchase intentions (Nurhasanah, 2018). Consumers form perceptions of a brand through advertising, promotions, and personal experiences. A positive brand image can enhance repeat purchase intention (Wijayajaya & Astuti, 2018). Product quality also plays a central role in influencing purchase decisions (Putri, 2016). Consumers generally prefer high-quality products as they offer greater benefits and value (Sugiharto & Darmawan, 2021). Satisfied consumers are more likely to repurchase and recommend the product to others.

Price is another crucial factor affecting consumer purchase intention. One of the most important considerations for buyers when selecting products is price. Customers tend to prefer products priced reasonably relative to the value they receive. According to Peranginangin et al. (2023), products with higher prices are often perceived as offering greater value than lower-priced alternatives. Numerous studies have examined factors influencing consumer purchase intention, such as the effects of attitudes by Harun et al. (2020), Thuy and Quang (2022), Omar et al. (2023), while product quality by Putri (2016) and Sugiharto and Darmawan (2021), and price by Obasi and Amadi (2022). However, research specifically addressing these effects within Indonesia's culinary and beverage industry remains limited. To address this gap, the present study introduces weather as a moderating variable.

This study aims to investigate how brand image, product quality, and price affect consumer attitudes, and how these attitudes, in turn, influence repurchase intention. Additionally, the study explores the moderating role of weather on these relationships, including whether weather affects the impact of brand image, product quality, and price on consumer attitudes, as well as whether it moderates the influence of attitudes on repurchase intention. By addressing these questions, the study seeks to provide a comprehensive understanding of the determinants of repeat purchase intention and the conditions under which these effects may vary. From an academic standpoint, this study sheds light on how pricing and weather affect Semarang consumer behavior. The results provide practitioners in the beverage sector with a baseline for more successful product marketing tactics.

2. Literature Review and Hypothesis Development

2.1. Brand Image, Product Quality, and Price and Customer Attitude

The Theory of Reasoned Action (TRA) is widely applied to explain tourists' decision-making behavior in culinary consumption by emphasizing the roles of attitudes and subjective norms in shaping behavioral intentions. TRA assumes that

individuals make rational and conscious decisions, allowing purchasing behavior to be predicted through intention as a reliable proxy for actual behavior. Empirical studies by Ngafeeson and Gautam (2021) and Acikgoz et al. (2023) confirm that attitudinal evaluation and perceived social pressure significantly influence purchase intention. This makes TRA an appropriate framework for analyzing how visitor preferences and social influences affect culinary choices and spending behavior in the ecotourism context.

Consumer attitudes are also strongly influenced by brand image, which reflects consumers' overall perceptions and associations with a brand. A consistently maintained brand image enhances business opportunities by fostering favorable consumer attitudes and encouraging repeat purchases (Mukarromah & Rofiah, 2019). Attitude represents a tendency to like or dislike an object and to approach or avoid it, linking perception to behavioral responses (Indriany et al., 2022; Shen & Ahmad, 2022). Social exchange theory suggests that customer-brand interactions extend beyond utilitarian exchanges and involve emotional and relational dimensions, reinforcing the role of brand image in shaping consumer attitudes and intentions (Zhang et al., 2020; Abin et al., 2022).

Product quality is another critical determinant of consumer attitudes, as it directly affects satisfaction and repeat purchasing behavior (Prasastono & Pradapa, 2012; Ain & Ratnasari, 2015; Tamaka, 2013; Tzeng et al., 2020). Kotler et al. (2020) define product quality as the set of attributes that fulfill consumer needs. Empirical evidence indicates that high-quality products supported by credible information and perceived benefits positively influence attitudes and decision-making (Jia & Wyer, 2022; Lütjens et al., 2022; Lone & Bhat, 2022). Studies by Poluan et al. (2022), Sari and Jatra (2019), and Jia and Wyer (2022) consistently show that product quality affects attitudes across both initial and repeat purchases.

Price also plays a significant role in shaping consumer attitudes as a monetary trade-off for perceived benefits. While price narrowly refers to the amount paid, it broadly represents the total value exchanged for product benefits (Sander et al., 2021). As a key element of the marketing mix, price generates revenue without prior costs. Price influences attitudes, loyalty, and repeat buying behavior when aligned with perceived value (Kotler, 2008; Larasati & Widiyanto, 2013; Inesti & Handayani, 2020; Fuadi et al., 2022). However, studies by Salamin et al. (2015) and Kurniawan and Mashriono (2021) report insignificant effects.

H1: Brand image has a significant effect on customer attitude.

H2: Product quality has a significant effect on customer attitude.

H3: Price has a significant effect on customer attitude.

2.2. Customer Attitudes and Repeat Purchase Intention

The influence of attitude on repeat purchase intention has been studied by several researchers (Yanti, 2012; Kahar & Asrilisyak, 2021). Attitude can also be defined as the assumption that an individual has the intention to move toward or away from something, implying that after learning more about a product they are interested in, they may decide to repurchase it or not. Repeat purchase intention is a purchasing interest based on previous buying experiences and reflects a high level of consumer satisfaction with a product (Sudarti & Ulum, 2019; Kharolina & Transistari, 2021; Wahyuni et al., 2022). Another perspective defines repeat purchase intention as the act of buying a product again from the same brand without being accompanied by any particular feeling toward the product (Hariyanto et al., 2022). Repeat purchase intention is the desire that arises within a customer to buy a product or service again in the future after previously consuming the same product or service (Alinda & Adinugraha, 2022).

The decision to repurchase or not arises after consumers try a product and develop a liking or disliking toward it. Consumers who are satisfied with a product or service they have purchased will consider buying the same product or service again. A favorable attitude, along with positive subjective norms, has been shown to positively influence consumers' intention to repurchase, provided that the mediating elements of perceived behavioral control are equally high (Prayoga et al., 2018). Several studies have also shown that consumer attitudes strongly affect the level of repeat purchase intention (Sudarti & Ulum, 2019; Aitken et al., 2020; Jäger & Weber, 2020; Anshu et al., 2022; Eberle et al., 2022; Patel et al., 2023).

H4: Customer attitude has a significant effect on repeat purchase intention.

2.3. The Moderating Effect of Weather on Consumer Attitudes

Weather can play a significant moderating role in shaping consumer attitudes toward brand image, product quality, and price, particularly in the food and beverage sector. Consumers' perceptions of a brand and its products are often influenced not only by intrinsic attributes but also by contextual factors such as weather conditions, which affect their needs and preferences (Nurhasanah, 2018; Abin et al., 2022). A strong and favorable brand image generally enhances positive consumer attitudes and increases the likelihood of repeat purchases (Ain & Ratnasari, 2015; Agustin, 2017; Gupta et al., 2021). However, weather can strengthen or weaken this relationship; for instance, during hot weather, consumers may prioritize brands that offer refreshing or thirst-quenching products, making brand image more salient in influencing purchase attitudes. Similarly, product quality, including perceived freshness, taste, and reliability, remains a key determinant of attitude and repurchase intention (Jia & Wyer, 2022; Song et al., 2023).

Weather conditions can moderate this effect by shifting consumers' evaluation criteria for example, they may place higher importance on cooling or hydrating qualities in beverages during warmer periods. Price, as a critical consideration, also interacts with weather in shaping attitudes (Obasi & Amadi, 2022; Anton et al., 2023). Reasonably priced products that deliver value aligned with the current weather context, such as cold drinks in summer, are likely to elicit more favorable attitudes. Previous studies by Zhao et al. (2021), Wang et al. (2022), and Peranginangin et al. (2023) have highlighted that environmental and situational moderators like weather can amplify or dampen the influence of brand, quality, and price on consumer behavior. Perceptions of price fairness are moderated by consumers' sense of control and situational factors (Jia & Wyer, 2022). Therefore, understanding the moderating effect of weather provides actionable insights for marketers seeking to optimize pricing strategies, product positioning, and brand communication in response to dynamic environmental conditions.

H5: Weather moderates the influence of brand image on consumer attitudes.

H6: Weather moderates effect the influence of product quality on consumer attitudes

H7: Weather moderates the influence of prices on consumer attitudes.

2.4. The Moderating Effect of Weather on Repurchase Interest

Consumer attitudes play a critical role in shaping repurchase interest, as positive perceptions of a product or brand encourage repeat buying behavior (Hellier et al., 2003; Harun et al., 2020; Heryana, 2020). Attitudes are formed through previous experiences, satisfaction, perceived quality, and emotional attachment, and they serve as a key predictor of behavioral intentions in both offline and online contexts (Desara et al., 2021; Chatzoglou et al., 2022). Environmental factors, such as weather, may moderate the effect of attitudes on repurchase intention by influencing

consumers' immediate preferences and needs. For example, hot or humid weather may increase demand for refreshing products, whereas cold weather may favor warm or comfort-oriented items, affecting how prior attitudes translate into actual purchase behavior (Nurhasanah, 2018; Zhao et al., 2021).

However, the moderating effect of weather is not always significant, especially when consumer attitudes are strongly established based on satisfaction, brand trust, and product experience (Chatzoglou et al., 2022; Wei et al., 2023). This implies that while weather can affect situational choices and momentary consumption patterns, its impact may be limited on long-term repurchase intentions. Marketers can leverage this insight by aligning seasonal promotions, product assortments, and communication strategies with weather conditions, while ensuring consistent quality and customer satisfaction to sustain repurchase behavior (Wang et al., 2022). Understanding the role of weather as a moderating factor helps businesses anticipate fluctuations in consumer behavior and optimize marketing strategies to maintain strong repurchase interest.

H8: Weather moderates the influence of attitudes on repurchase interest.

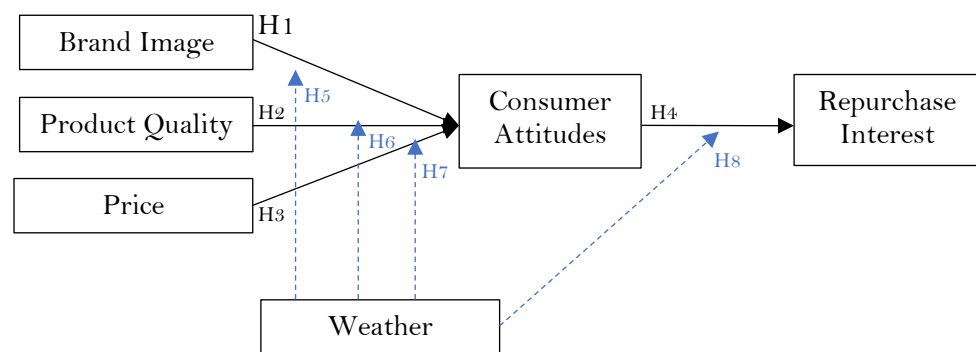


Figure 1. Research Framework

The research framework depicted in Figure 1 illustrates the hypothesized relationships among brand image, product quality, prices, customer attitudes, and repurchase interest, with weather acting as a moderating variable. Specifically, brand image, product quality, and prices are posited to influence customer attitudes, which in turn affect repurchase interest. Weather is proposed to moderate the effects of brand image, product quality, prices, and customer attitudes, potentially strengthening or weakening these relationships. This framework provides a visual representation of the study's hypotheses (H1–H8), highlighting both direct and moderated pathways that explain how marketing elements and environmental conditions interact to shape consumer behavior.

3. Methods

This research uses a quantitative method. The study measurement items from earlier studies are used in this investigation. In order to collect data for this study, questionnaires were distributed offline through interviews utilizing a survey method. Semarang served as the research site. Residents of Semarang who have bought goods from franchise tea companies including Es Teh, The Desa, Segera, Es Teh Nusantara, Teh Warisan, and others make up the study's population. Purposive sampling was used to choose the sample. Customers who have bought the products at least twice in the previous six months met the requirements for responses. Data, including historical data from 2023, were gathered over the course of two months, from January to March 2024. Twenty respondents were given initial questionnaires

to complete in order to assess the validity of the assertions, which were then subjected to factor analysis. Hair et al. (2020) recommends a minimum of 5–10 respondents per statement item. Since this study has 20 statement items, the minimum sample required is 120 respondents. Most data were obtained through interviews with consumers and residents of Semarang.

This study employs three independent variables, namely brand image, product quality, and price, with weather as a moderating variable and repurchase intention as the dependent variable. Brand image is measured using eighteen modified statement items adapted from Zhang and Mao (2008), while product quality and price are measured using four and three statement items, respectively, adapted from Zulu and Nkuna (2022). All variables are assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to capture respondents' perceptions consistently and quantitatively.

The collected data were processed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). In the reflective measurement model of this study, the evaluation of the measurement model was conducted using internal consistency (composite reliability), indicator reliability, convergent validity (average variance extracted), and discriminant validity. Internal consistency was measured using composite reliability (Marliana, 2020). All indicators must have statistically significant outer loadings, with a minimum value of 0.708. Outer loadings within the range of 0.4–0.7 should be considered for removal from the model. It should be noted that the Average Variance Extracted (AVE) and composite reliability scores can increase if certain indicators are removed from the model. AVE values are often used to assess convergent validity and must be greater than 0.5. Discriminant validity is assessed using the cross-loading values of indicator variables. R² values are computed, collinearity is examined, and the importance of interactions inside the structural model is evaluated as part of the inner model evaluation.

4. Results

The validity and reliability of the questionnaire, which will be utilized as a data collection tool, were initially examined on thirty respondents. The purpose of this testing was to gauge the questionnaire's viability as a tool for gathering data. The indicator was deemed appropriate as a data collecting tool and valid for measuring the desired construct if the outer loading value was higher than 0.6, according to the validity test criteria. Customers of The Desa, Es Teh Nusantara, and other franchise tea items made up the 120 respondents in this study. The bulk of respondents (75.4%) were students with regular weekly expenses between IDR 20,000 and IDR 48,000, according to the computation of respondent characteristics.

Table 1. Measurement Model

Construct	Indicator	Outer Loading	Cronbach's α	CR	AVE
Brand Image (X1)	X1.1–X1.19	0.728–0.803	0.891	0.917	0.648
Product Quality (X2)	X2.1–X2.4	0.803–0.864	0.878	0.913	0.723
Price (X3)	X3.1–X3.3	0.834–0.883	0.824	0.892	0.734
Consumer Attitude (Y1)	Y1.1–Y1.4	0.783–0.899	0.901	0.926	0.715
Repurchase Interest (Y2)	Y2.1–Y2.5	0.780–0.820	0.887	0.919	0.740
Weather (M)	M1–M18	0.627–0.771	0.859	0.902	0.698

As shown in Table 1, all outer loadings exceeded the recommended threshold of 0.70, except for several indicators of the weather construct which ranged from 0.627

to 0.771. These lower loadings were retained because their removal did not substantially improve composite reliability or AVE, and they remained above the more conservative cutoff of 0.60 often accepted in exploratory research contexts (Hair et al., 2020). Overall, indicator reliability was satisfactory across all constructs. Internal consistency reliability was confirmed through Cronbach's α and Composite Reliability (CR) values. Cronbach's α ranged from 0.824 (price) to 0.901 (consumer attitude), all exceeding the threshold of 0.70. Composite reliability values were even higher, ranging from 0.892 to 0.926, indicating strong internal consistency. Convergent validity was established as all AVE values were above the recommended minimum of 0.50, ranging from 0.648 (brand image) to 0.740 (repurchase interest). This confirms that each construct explains more than half of the variance in its indicators. In summary, the measurement model demonstrated adequate reliability and validity, providing a solid foundation for subsequent evaluation of the structural model.

The Q^2 value can be used to measure how well the observations are predicted by the model and its parameter estimates. A Q^2 value greater than 0 indicates that the model has sufficient predictive relevance, while a Q^2 value less than 0 indicates that the model has low predictive relevance. The results of the predictive relevance test showed that all variables produced Q^2 values greater than 0, indicating that the model is adequate: consumer attitudes (0.306) and repeat purchase intention (0.283).

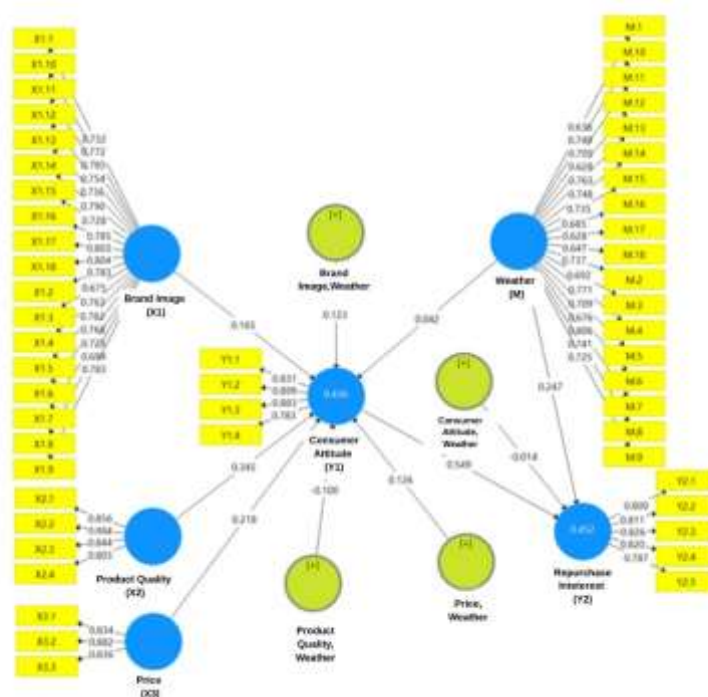


Figure 2. PLS-SEM Path Diagram of the Research Model

Based on Figure 2, To determine if exogenous variables have an impact on endogenous variables, significance testing is utilized. According to the testing criteria, a significant influence of the exogenous variable on the endogenous variable is determined if the T-statistic value exceeds the T-table (1.96) or the p-value < the significance level of 5% (0.05). The following table displays the model's and the significance test's results.

Table 2. Hypothesis Testing

Hypothesis	T-Statistic	P Value	Information
Brand Image → Consumer Attitudes	3.456	0.001	Supporting
Product Quality → Consumer Attitudes	6.369	0.000	Supporting
Price → Consumer Attitudes	3.971	0.000	Supporting
Attitudes → Repurchase Interest	12.432	0.000	Supporting
Brand Image × Weather → Consumer Attitudes	2.666	0.008	Supporting
Product Quality × Weather → Consumer Attitudes	1.590	0.112	No Supporting
Price × Weather → Consumer Attitudes	2.131	0.034	Supporting
Attitudes × Weather → Repurchase Interest	0.306	0.760	No Supporting

The hypothesis testing results in Table 2 show that brand image has a significant effect on consumer attitudes ($T = 3.456$; $p = 0.001$), product quality demonstrates the strongest influence on consumer attitudes ($T = 6.369$; $p < 0.001$), and price also significantly affects consumer attitudes ($T = 3.971$; $p < 0.001$). Consumer attitudes, in turn, have a highly significant effect on repurchase interest ($T = 12.432$; $p < 0.001$). With respect to moderation effects, weather significantly moderates the relationship between brand image and consumer attitudes ($T = 2.666$; $p = 0.008$) as well as between price and consumer attitudes ($T = 2.131$; $p = 0.034$). However, weather does not moderate the effect of product quality on consumer attitudes ($T = 1.590$; $p = 0.112$) nor the relationship between consumer attitudes and repurchase interest ($T = 0.306$; $p = 0.760$), as these effects are not statistically significant.

5. Discussion

The findings of this study indicate that brand image positively influences consumer attitudes, suggesting that stronger brand perceptions enhance consumers' positive evaluations. This aligns with previous research demonstrating the causal relationship between brand image and customer behavior, whereby stronger brand recognition fosters loyalty and repeated consideration in purchasing decisions (Zhang, 2015; Haryono & Elistia, 2020; Gupta et al., 2021; Putra & Safitri, 2021). A brand that is memorable and consistently associated with positive attributes strengthens consumers' cognitive and affective responses. However, this finding contrasts with Fauzi and Asri (2020) and Noor and Nurlinda (2021), who reported no significant effect of brand image on consumer attitudes. Maintaining a positive and strong brand image remains crucial to sustaining brand awareness and consumer trust (Amron, 2018).

Similarly, product quality shows a positive relationship with consumer attitudes, indicating that consumers' perception of product excellence enhances their overall attitude toward the brand. High-quality products are perceived as more valuable, durable, and reliable, which not only affects satisfaction but also purchase intention and repeat buying behavior (Kwak & Cha, 2021; Jia & Wyer, 2022; Lütjens et al., 2022; Song et al., 2023). Customers tend to rely on product quality as a heuristic for value, which strengthens positive attitudes and encourages long-term loyalty. This supports theoretical perspectives from consumer behavior literature emphasizing the centrality of perceived quality in shaping purchase-related attitudes.

Price also positively affects consumer attitudes, demonstrating that favorable pricing strategies contribute to positive consumer evaluations. While attractive pricing can sometimes conflict with brand perceptions or limit accessibility for younger consumers with lower incomes, overall, price remains a crucial determinant

of perceived product value and purchase decisions (Kurniawan & Mashriono, 2021; Vashti & Antonio, 2021; Zhao et al., 2021; Zhao et al., 2022; Wijaya et al., 2022). This reinforces the marketing principle that price is the only revenue-generating component of the marketing mix and a key factor in influencing consumers' cognitive and affective responses.

The study further shows that consumer attitudes positively affects repeat purchase intention, indicating that favorable attitudes toward a product increase the likelihood of repurchasing. Positive attitudes, formed through repeated satisfactory experiences, motivate consumers to act consistently with their prior behavior (Sudarti & Ulum, 2019; Aitken et al., 2020; Anshu et al., 2022; Eberle et al., 2022; Jäger & Weber, 2020; Patel et al., 2023). Brand image remains particularly salient in repeated purchasing decisions, underscoring its role in shaping long-term consumer behavior.

The study also examined the moderating role of weather on the relationships between brand image, product quality, price, and consumer attitudes, as well as its effect on the link between consumer attitudes and repeat purchase intention. The results indicate that weather significantly moderates the relationship between brand image and consumer attitudes ($\beta = 2.666$, $p = 0.008$), suggesting that favorable weather conditions enhance the positive impact of a strong brand image on consumer evaluations. This implies that consumers are more likely to form positive attitudes toward brands when environmental conditions, such as temperature, align with consumption behavior. Similarly, weather moderates the effect of price on consumer attitudes ($\beta = 2.131$, $p = 0.034$), indicating that hot weather strengthens the influence of pricing perceptions, particularly for beverages that are consumed to alleviate thirst in tropical climates.

In contrast, weather does not significantly moderate the effect of product quality on consumer attitudes ($\beta = 1.590$, $p = 0.112$) or the effect of consumer attitudes on repeat purchase intention ($\beta = 0.306$, $p = 0.760$). This indicates that, while external conditions like weather can influence perceptions related to brand and pricing, product quality consistently affects attitudes regardless of environmental context. Similarly, positive consumer attitudes are likely to drive repurchase intentions independently of weather conditions, suggesting that habitual and experiential factors may play a stronger role in repeated purchasing behavior than situational factors.

Theoretically, these results support the theory of reasoned action, which posits that attitudes influence intentions and subsequent behavior, moderated by contextual variables such as environmental conditions. The study suggests that marketers should not only maintain strong brand image, high product quality, and competitive pricing but also consider situational factors like weather in promotional strategies. For example, targeted marketing during hot seasons can enhance repeat purchase intentions, particularly for products where consumption is influenced by environmental conditions. The integration of brand, product, price, and situational factors provides a holistic understanding of consumer behavior, bridging theoretical insights with actionable marketing practices.

6. Conclusion

This study found that brand image, product quality, and price significantly influence consumer attitudes, which in turn affects repeat purchase intention. Weather moderates the effects of brand image and price on consumer attitudes, indicating that favorable conditions, such as hot weather, can strengthen consumers' positive evaluations and price sensitivity. Well-developed brand perception, high product quality, and competitive pricing, combined with environmental considerations, enhance consumer attitudes and encourage repeat purchases.

The findings support the theory of reasoned action by demonstrating how attitudes, influenced by product and brand attributes and contextual factors like weather, shape purchase intentions. Culinary business owners should focus on building a strong, distinctive brand image and communicating it effectively through advertising, social media, and events. Maintaining high product quality and competitive pricing is essential, while loyalty programs and tailored marketing strategies can further strengthen consumer engagement.

The study has several limitations. First, it focused on the culinary sector, which may limit generalizability to non-service industries. Second, only three variables were examined; future research could include additional factors influencing consumer behavior. Third, the study measured only repeat purchase intention without extending to outcomes like customer loyalty or satisfaction. Finally, respondents were considered as a whole; future studies could explore moderating variables, such as competition among similar beverage products, that may affect consumer decisions. Future research should extend the model to other industries, include additional variables, and examine post-purchase outcomes. Investigating the role of market competition and environmental conditions in shaping consumer behavior could also provide deeper insights for both theory and practice.

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The data that support the findings of this study are available from the corresponding author upon reasonable request.



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