



CONSUMER CONSCIOUSNESS STUDY ABOUT ENVIRONMENTAL BROILING IN INDIAN CONTEXT: AN EMPIRICAL STUDY

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ABSTRACT

This study addressed Social perceptions and awareness about environmental warming in India through a survey of 851 subjects in the city of Delhi in the year 2017. A stratified sample of nine segments of society showed that, although people consider environmental warming a serious problem, they do not clearly understand its causes, impacts, and solutions. The analysis of data using paired T-tests indicated differences in levels of awareness about environmental warming, across age and education. ANOVA and regression analysis suggested that levels of awareness among respondents varied according to their occupation. The degree of seriousness with which subjects viewed environmental warming influenced the degree of their support for eco-friendly initiatives. The level of education of subjects was correlated with variations in their perceptions about environmental warming and support for environmentally friendly initiatives. However, subjects associated environmental warming with the issue of air pollution. They showed a tendency to advocate action by society and government rather than by individual initiatives to address the problem. Based on these findings, policy makers can tailor awareness initiatives, highlighting the seriousness of the problem and the measures that could be taken at the individual level.

Keywords: Consumer Behaviour, Environment, Sustainability, Marketing, Pollution, Ecology

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1. INTRODUCTION

India attests that even while seeking after monetary development and improvement, its per-capita GHG discharges won't surpass those of created nations which it thinks about in charge of a great part of the current ecological warming (Prime Minister's Office, 2017). Like other creating nations, India sees natural warming as an issue caused mainly by inefficient vitality use by created nations. Along these lines, it would be troublesome for India to elevate residential measures to forestall natural warming unless it held advantage for the nation (Nomuri Research Institute, 2004). India knows that natural environmental change will adversely affect the nation's biological communities, horticulture, woods, illness vectors, and marine assets. The Prime Minister's Council on Climate Change administers the joining of environmental change worries into the national advancement arranging through a "moderately GHG favourable economical development way" which incorporates dissemination of sustainable power source, vitality productivity, backwoods and water assets administration, and natural instruction (National Environment Policy, 2006). India is likewise actualizing area particular GHG diminishment programs in association with multi-parallel associations and under reciprocal projects with created nations. Ecological warming needs a multi-pronged approach which includes changes in innovation, vitality costs, business rehearses, customer conduct, and different exercises influencing individuals' everyday lives (Sterman and Sweeney, 2017). Since a low level of mindfulness about environmental change in creating nations is one of the hindrances to ecological warming alleviation, it is important to advance and encourage instruction, preparing, and mindfulness programs in such nations (Chatterjee, 2002). Since Social help for and support in natural warming moderation are essential for effectively tending to this issue, this exploration learned the level of Social mindfulness and information about ecological warming in India. A stratified study of 851 respondents was done in the year 2017 in Delhi, India's fifth biggest city, to find out about Social observations on vitality and condition, circumstances and end results of ecological warming, and eagerness to make a move to diminish GHGs.

2. LITERATURE REVIEW

India is attempting endeavors to upgrade natural insurance by and large, in spite of the fact that these activities are not particularly centered around ecological warming specifically. The Ministry of Environment and Forests (MOEF) advances ecological mindfulness and training through the Center for Environment Education (CEE), and a yearly National Environment Awareness Campaign (NEAC) on select natural issues (MOEF, 2017). The Ministry of Human Resource Development underpins activities for natural instruction attempted by common society associations (CEE, 2017). Research organizations like the Tata Energy Research Institute (TERI) are embraced segment particular GHG alleviation thinks about some on demand of created nations and multilateral associations. Environmental Change Center under the aegis of the NGO, Development Alternatives, completes look into on environmental change and gives consultancy to the corporate part on environmental change alleviation ventures (Chatterjee, 2002). While there are a few non-legislative associations (NGOs) working towards natural preservation, relatively few are known to concentrate solely on ecological warming mindfulness. The significance of ecological mindfulness for tending to natural issues like ecological warming has been featured by a few scientists. The "Data Deficit Model" recommends that numbness about natural issues may bring about lack of care, little change in individual conduct, and dependence on government activity (Bulkeley, 2000). Mindfulness and learning about natural warming assume a vital part if individuals are to embrace master ecological or preservation conduct (Frick, Kaiser, and Wilson, 2004; Kaiser and Fuhrer, 2003). Reality judgments about natural warming are impacted by convictions

about presence of ecological warming, human duty regarding causing ecological warming; and their capacity to decrease it (Krosnick, Holbrook, Lowe, and Visser, 2006). Individuals will bolster GHG moderation activities in the event that they don't require a noteworthy change of way of life, comprehend the logical reason for such projects, consider the issue an intense societal or natural issue, or one that influences them by and by (Bord, Fisher O'Connor, 1998; Cohen, 1999; Lorenzoni and Pidgeon, 2006; Sterman and Sweeney, 2017). Stamm et al. (2000) inferred that Social comprehension of ecological warming was a correspondence issue as individuals have a restricted comprehension of causes, results,

What's more, arrangements of ecological warming. Individuals connected the opening in the ozone layer with ecological warming, albeit both are particular marvels, which have isolate causes, impacts, and arrangements (Ungar, 2000). Concentrates in the U.S. what's more, Australia found that there is all the more understanding and worry about the gap in the ozone layer, rather than the issue of environmental change (Bostrom, Morgan, Fischhoff and Read, 1994; Bulkeley, 2000). In the U.K., Social mindfulness about ecological warming was discovered unsuitable, as 70% were not ready to name CO₂ as the gas that makes the greatest commitment to the GHG impact (Norton and Leaman, 2004). They utilize social models and connection ecological warming to air contamination, consider ozone exhaustion as a reason for natural warming, and trust that anticipating deforestation is an answer for ecological warming (Willet, 1997). Albeit Social conclusion about ecological warming in the U.S. hosted energized along gathering lines, media consideration drove the Social to ponder the issue and to be increasingly sure of their feelings (Krosnick, Holbrook, Lowe, and Visser, 2000). India's ecological issues have been credited to "an absence of political responsibility, absence of a far-reaching natural strategy, poor natural mindfulness, practical discontinuity of the Social organization framework, and commonness of neediness" (Bowonder, 1986, p. 599). Poor ecological mindfulness among India's lawmakers, subjects and administration could be because of low levels of education, financial burdens, and a poor media worry for natural issues and approaches. Air and water contamination, rubbish transfer, and low vitality productivity are viewed as genuine and basic issues as they are unmistakable, while issues like ecological warming, loss of bio-assorted variety, and risky waste contamination are marked down as they are not straightforwardly noticeable and don't have here and now results (Bowonder, 1986). Most essentially, while environmental change was a generally obscure idea in 1996, agriculturists, neighborhood arrangement creators and researchers had acknowledged in 2004 that environmental change was going on because of developing proof of low harvest generation and disappointments caused by anomalous climate conditions (Vedwan, 2000). Some ecological surveys and reviews have as of late been done in India about Social natural warming mindfulness in the setting of a continuous civil argument about expanding ecological GHG emanations in creating nations. Late natural warming mindfulness considers in India don't give complete information with respect to Social mindfulness. The investigations were ecological and not particular to India as Social supposition was surveyed, in 15 to 20 nations each. The examinations tended to a couple of center issues, for example, Social mindfulness and concern, duty of human activities, and whether individuals see the requirement for activity to check ecological warming. In studies, information was not acquired about individuals' comprehension of causes and effects of natural warming and their eagerness to help activities to diminish ecological warming. Social mindfulness and comprehension on issues identified with vitality, which are firmly connected with natural warming and GHG lessening were not analyzed. These examinations did not look at whether mindfulness levels fluctuate as per sexual orientation, age, level of salary, training, and occupation. Ultimately, a portion of the phrasing and inquiries utilized were more particular to created nations where ecological warming is viewed as a moderately more imperative issue, earth agreeable items are effortlessly accessible, and naturally amicable conduct is by and by.

Reason and Research Objectives

The general objective of the examination is to see if individuals in Delhi comprehend the causes, effects, and earnestness of the issue of ecological warming. Utilizing Stamm et al's. (2000) Problem-Solution Path, subjects will be assembled into various phases of mindfulness along the way. Issues identified with natural warming, on which there is disarray or an absence of comprehension will be distinguished. The examination evaluates the level of Social help for activities to lessen natural warming. An overview about Social mindfulness and learning about natural warming in one of India's urban communities would give itemized information about Social mindfulness on this issue, including varieties crosswise over statistic factors. Delhi, India's fifth-biggest city was picked as the investigation site as the city is confronting natural issues, for example, air and water contamination, water shortage, flighty precipitation, and decreasing greenery. There is extensive degree for improving ecological warming mindfulness and GHG diminishment in Delhi given the city's developing populace, industrialization, urbanization, development, and the rising number of vehicles.

Speculations:

1. Residents of Delhi are probably going to have a lower level of mindfulness and information about causes and effects of ecological warming, and the connection amongst vitality and condition. They are probably going to demonstrate a lesser level of help (<50%) for ecologically amicable items and propensities.
2. The level of mindfulness, understanding about ecological warming, and readiness of residents

Income: Lower pay bundles will most likely observe distinctive issues as critical issues (e.g., development, joblessness, prosperity) when diverged from normal warming. Pay may affect people's assistance for exercises and exercises that may reduce environmental warming.

- Education: Higher preparing may give more imperative access to information about and an enhanced ability to grasp environmental regular issues such a characteristic warming.
- Occupation: Persons in particular occupations (government, media and NGOs) will most likely think about common warming, as these parts are more immovably connected with tending to issues like environmental warming.
- Perception of occupants of Delhi about genuineness of common warming, stress over impact of environmental warming on their lives, and the effect of biological stresses on their consistently works out would be associated with their capacity to help exercises and activities that would lessen regular warming.

Procedure

Data was assembled was through an idea of, self-guided survey in English, which had 43 questions. Of these, 38 were in various choice design and five were open-completed the process of, searching for made and separated responses. The important section searched for consistent with life information, with no individual recognizing information. The second portion was about fuel and imperativeness related issues, solidly associated with common warming. The third part got people's perceptions and finding out about circumstances and end results of natural warming. The fourth zone found effect of characteristic stresses on consistently activities and level of assistance for eco-pleasing penchants and tasks. The last zone was related to the source and adequacy of information concerning characteristic warming (see Appendix A). As Delhi's people according to the 2001 count was around 3.9 million, the recommended case measure with a conviction level of 95%, response dispersal of

half and a space for errors of 5% is 385. Around 1,700 printed surveys were scattered, of which 890 were done and returned to the researcher. Each subject assented to a plan to take an intrigue outline going before taking note of the survey (see Appendix B). In the wake of discarding reviews under 60% complete, data was accumulated from 851 surveys. This present examination's case of 851 subjects is generously greater than the recommended test gauge and gives a space for give and take of 3.36%. A pilot contemplate was not done due to time and resource objectives. Subjects were drawn from a stratified case of nine word related parts, in order to look for assortments of care and data (see Table 1). An once-over of affiliations that empowered their delegates to appreciate the examination is in Appendix C.

Table 1 Distribution of Sample on Basis of Occupation

Segment	Number of Subjects	Number of Organizations that Participated
Students	167	Eight colleges
Government	119	Seven organizations
Corporate sector	112	Five organizations
Information Technology (IT) sector	109	Four companies
Academia	86	Six schools and colleges
Non-profit organizations (NGOs)	74	Four NGOs
Educated Professionals	72	Five organizations
Media	57	Five organizations
Homemakers	55	Different regions of city

The measurement profile of individuals exhibits that 63% of the subjects were male (see Table 2). Individuals underneath 35 years of age outline practically 60% of people in Delhi and were all around addressed in the case at 61%. About half held Bachelor's degrees and 34.9% had Master's degrees. In urban India, most adults look for in the wake of preparing in any occasion up to the Bachelor's degree in light of the way that a Bachelor's degree is the base pre-basic for most business positions. Capability rates are in like manner higher in metropolitan urban groups due to substance of various educational establishments. Thirty-three percent (33%) were from the inside wage gathering (\$271 to \$616 a month). Seventeen percent (17%) who did not have any wage incorporated most of the surrendered, homemakers, understudies, and some jobless. Each and every word related part were particularly addressed. The IT division (12.8%) was seen as unmistakable from the corporate section for inspiration driving data amassing, as the IT fragment is essentially an organization arranged industry. The corporate section is connected in a general sense with standard amassing works out.

Technique

Inside each area, the researcher achieved 10-15 relationship before the site visit, to search for their excitement to appreciate the examination. A couple of affiliations imparted capacity to empower their labourers or people to appreciate the examination, on an individual and ponder preface. The researcher gave more than 30 to 50 reviews to a nodal individual in each affiliation, who circled surveys at different levels in dynamic framework, while trying to keep

up sexual introduction esteem. Nearby the survey, individuals were given over a one-page record with information about the diagram and its inspiration (Appendices An and B). Completed overviews were returned to the authority either around a similar time or inside a period of 2-10 days. For homemakers, respondents were picked in different land regions of the city. Subjects were not given any compensation for their interest in the examination.

Table 2 Demographic Characteristics of Participants

Demographic Variable	N	Percentage of Subjects
Gender		
Male	538	63%
Female	313	37%
Age group		
18-25 years	289	34%
36-50 years	232	27%
26-35 years	233	27%
Above 50 years	95	11%
Education		
Bachelors degree	430	51%
Masters degree	297	35%
High-school and below	74	9%
Doctorate and above	47	6%
Demographic Variable		
Approximate Monthly Income		
Middle-income	281	33%
Low-income group	203	24%
No-income group	145	17%
Upper-middle	140	17%
High-income	46	5%
Occupation		
Students	167	20%
Government	119	14%
Corporate sector	112	13%
Information	109	13%
Academia	86	10%
NGO employees	74	9%
Educated	72	9%
Media employees	57	7%
Homemakers	55	7%

4. DATA ANALYSES

Quantifiable Program for the Social Sciences (SPSS) was used for data segment and examination. Since SPSS does not assess data or figure particular bits of knowledge for open-completed responses, these responses were amassed by researcher and a short time later rates found out for the most common response. Connecting with Statistics was used to pack data, and secure the mean and standard deviation for all responses to various choice mastermind

questions. Cross-game plans investigated how care and learning varied across finished sex, age, direction, compensation, and occupation. Free illustrations t-tests hunt down quantifiably colossal differences transversely finished sex, age, guideline, compensation, and occupation. To choose whether there are differentiates in care and learning among the nine-word related social events, one-way Analysis of Variance (ANOVA) tests were done with occupation as the self-governing variable. In the ensuing phase of examination, coordinate backslide examination took a gander at word related social occasions for immense complexities in their acknowledgements and data. Multinomial figured backslide scanned for critical associations between perceptions about common warming and level of assistance for earth cheerful things and ventures. Various direct backslide examination hunt down critical associations between the free factors (sexual introduction, age, preparing, wage, and occupation) from one perspective, and observations about characteristic warming and level of assistance for environmentally altruistic things and exercises on the other.

5. RESULTS

Using illustrative bits of knowledge, rates, mean, and standard deviations were found out for the responses to each various choice inquiry. Any factor, for which under portion of the subjects gave the correct response, was seen as an indication of "low level" of care. Basically, a variable for which more than 60% of the subjects gave the correct response was seen as an indication of "good level" of care.

To an open-completed request concerning the most basic common environmental issue, more than 60% said tainting. Distinctive issues were people impact, common warming, ozone utilization, heedless usage of chlorofluorocarbons (CFCs) and plastics, loss of bio-tolerable assortment, environmental corruption, deforestation, water deficiency, decline exchange, and nonattendance of characteristic care and commitment. Possibly in view of these acknowledgements, the subjects said that each place on the earth was getting more smoking (60%) and that characteristic ordinary temperature climbed by 5 or 10° C (degrees centigrade) over the latest 100 years (40%). Seventy-one percent (71%) considered air sullyng as Delhi's most basic common issue (see Figure 3). This acknowledgement could be a result of a cognizance of natural warming inside the sullyng exhibit depicted by a stress over spoiled air and water, loss of biodiversity, consideration regarding people weights, and a stress for diminishing typical zones (Willet, 1997; Bord et al., 1994). Respondents in open-completed answers mirrored most of these stresses.

Basically, 78.6% of the subjects said that regular warming is an "extreme" issue that could achieve "ridiculous or genuine" changes in natural environment (92.1%) and a basic rising in biological ordinary temperature in future (57.5%). A lion's offer, 61.2%, were worried that normal warming may impact their way of life later on. Feeling was consistently part among the people who felt that natural warming could be controlled through individual exercises (47.5%) and the people who called for radical measures (44%).

A summary of responses for all request in the investigation is in Table 3

<i>Most Predominant Response Given by Subjects</i>	<i>Percentage of Subjects who Selected Response</i>
I undertake natural outdoor activities once in a year	0.5
I notice 2 to 4 species of birds in my neighborhood	0.347
Pollution is Delhi's most important environmental problem	0.71
Pollution Control Board is responsible for pollution control in Delhi	0.67
Delhi Air Campaign is about pollution awareness	0.442
Energy and Environment	
Two-wheeler is my principal mode of transportation	0.392
Diesel is the most polluting fuel	0.543
Solar energy is a source of renewable energy	0.625
<i>Most Predominant Response Given by Subjects</i>	
	<i>Percentage of Subjects who Selected Response</i>
Coal and petroleum are also known as fossil fuels	68.00%
I purchase unleaded petroleum for my vehicle	77.40%
GHGs are heat-trapping atmospheric gases	50.00%
Environmental Warming	
I have thought a lot about environmental warming recently	46.00%
I have a moderate amount of knowledge about environmental warming	48.90%
Environmental warming is a very serious problem	78.60%
Environmental warming will cause extreme changes in environmental	53.20%
Environmental average temperature will rise significantly in future	57.50%
I don't know by how much environmental average temperature increased in last century (correct answer 0.6 C was given by 7.5%)	31.70%
Environmental warming affects every place on earth	60.00%
Environmental warming is not caused by satellites in space	70.60%
Environmental warming does not cause skin cancer	58.40%
Willingness to Take Action	
I am very worried that environmental warming will affect my way of life in future	61.20%
Environmental concerns influence some of my daily activities	45.20%
Environmental warming can be controlled through personal actions	47.50%
I agree to pay more for eco-friendly products	51.80%
<i>Most Predominant Response Given by Subjects</i>	
	<i>Percentage of Subjects who Selected Response</i>
I agree to pay a tax for pollution control	55.50%
I agree to pay more for Compact Fluorescent Lamps	46.20%
I agree to support building of a nuclear power plant near Delhi	42.90%
I strongly agree to support a ban on use of plastic bags	70.90%
Society and people should take action to control environmental warming	44.10%
Information about Environmental Warming	
I do not know which recent documentary was about environmental warming (Correct answer <i>An Inconvenient Truth</i> was given by 18.1%)	65.00%
Print media provide most of my information about environmental warming	56.60%
Some information about environmental warming is available from print media	42.30%

Understanding about purposes behind common warming was confined as 23.5% trusted that natural warming was not caused by vehicle transmissions, deforestation, or present-day defilement (see Figure 4). Forty-two percent (42%) said that common warming would not cause softening ice sheets, unprecedented atmosphere or a climb in sea level, exhibiting that there isn't much understanding about effects of environmental warming (see Figure 5). In this way, half were unaware about GHGs and trusted that GHGs were present day gases and cultivating chemicals (see Figure 6).

Table 4

Research Hypothesis	Tests of Hypotheses	Significant Results	Supported or Refuted
There is a low level of awareness in Delhi about environmental warming.	Categorization of respondents along Stamm’s Problem-solution Path using percentage data for predominant responses	78.6% aware about problem 20-25% identified solutions People are aware about problem and its seriousness, but not clear about its causes, effects, and solutions. Good support for GHG mitigation.	Partially supported
Environmental warming awareness would vary across age, gender, education, occupation, and income.	Independent samples t-tests, one-way ANOVA and linear regression analysis. Awareness is likely be higher among male, older, highly educated, high-income subjects from government, media and NGOs Multiple linear regression tests	Education significant for four dependent variables. Occupation was significant for nine dependent variables Students, media and academia were different from other groups. No single independent variable is significant. Education influenced two of five dependent variables	Gender was refuted. Age, education and income were partially supported. Occupation was mostly supported. Partially supported
Social perceptions about environmental warming will be linked to their degree of support for environmentally friendly products and initiatives	Multinomial Logistic Regression	Seriousness judgment was most significant independent variable	Supported

Tests and aftereffects of theory I. The primary speculation expressed that occupants of Delhi are probably going to have a low level of information and comprehension about natural warming, its reality, causes and effects, the connection amongst vitality and condition, and a low ability to help projects and activities for lessening of ecological warming.

Aftereffects of Hypothesis II. The level of mindfulness and comprehension about ecological warming among the inhabitants of Delhi is probably going to shift as indicated by age, sexual orientation, instruction, occupation and level of pay of respondents.

GENDER. To inspect contrasts among guys and females, an autonomous examples t-test was done, with sexual orientation as free factor and 26 factors in regards to natural warming, as needy factors. It was accepted that female respondents, by excellence of their lower levels of proficiency and access to data, would have a lower level of mindfulness and comprehension about ecological warming, when contrasted with guys. Information about mean and standard deviation for the 26 factors for male and female respondents is in Appendix D. There was just a single factually noteworthy distinction with respect to view of and mindfulness about natural warming (see Table 5). Table 5 Significant T-test Results for Groups Based on Gender

Variable	T-test Result	Value of Mean, Standard Deviation for Male Subjects	Value of Mean and Standard Deviation for Female Subjects
Support for Nuclear Energy	$t(678)=2.62, p=0.009$	$M= 2.4$ $SD = 1.22$	$M=2.2$ $SD = 1.16$

Age. To inspect contrasts in levels of mindfulness crosswise over age gatherings, autonomous examples t-tests were finished with age as free factor. The presumption was that those between 18-35 years would be less mindful about ecological warming than those over 36 years. 26 factors identified with natural warming and vitality were reliant factors.

Instruction. To decide whether instruction impacts mindfulness and learning about ecological warming, a free examples t-test was performed, with training as the autonomous variable. The subjects were collected into two instructive levels, the individuals who had contemplated until the point that Bachelor's and the individuals who held Master's and higher degrees.

Pay. To decide varieties crosswise over salary gatherings, free examples t-tests were finished with pay as autonomous variable and 26 factors viewing ecological warming as reliant factors. The subjects were assembled into two levels of wage. The individuals who had earnings up to \$617 a month were viewed as the low-salary gathering. The individuals who earned more than \$640 a month were viewed as the high-pay gathering.

Occupation. Subjects were drawn from nine word related gatherings in particular government, media, NGOs, corporate area, IT, scholastics, understudies, homemakers, and instructed experts. To analyze varieties crosswise over word related gatherings, one-path Analysis of Variance (ANOVA) tests were finished with occupation as the free factor.

Consequences of Hypothesis III. Theory III expressed that individuals' discernment about reality of ecological warming, effect of natural warming on their lives in future, and ecological worries on everyday exercises will be connected to their level of help for earth cordial items and GHG decrease activities.

6. CONCLUSION

India's available approach impacting strategies to don't give attractive streets to Social interest in methodology making. Unyielding Social help in normal issues is limited, unless the recommendation or undertaking direct weakens the work of the all-inclusive community, their region, and withstanding. Starting late, dynamic environmental NGOs, decentralization at the town level, perfect to information, Social indictment, and e-organization have enhanced people's part in approach making to a little degree. The nonattendance of strong and dynamic

characteristic protection and occupant get-togethers in India is moreover a reason behind poor biological care and Social interest in natural fundamental initiative (Bowonder, 1986). Unlike made countries, there is no systematized segment to search for commitments in the midst of the game plan making process from the Social, interest get-togethers, non-authoritative affiliations, and experts. System making on an exhaustive issue like natural warming could benefit colossally by institutionalizing a tradition of an informed Social and open common contention, Social hearings, proficient examination, and joining before approach making. Social collaboration could be improved by advancing regional impacts of normal warming on precipitation, soil moistness, cultivation, tourism, fisheries, and distinctive activities. The tasks can in like manner propel Social care about what the overall public can do about the condition (Kellogg, 1997). This examination shows that even in making countries like India, people think about the issue of natural warming and its world. In any case, they don't have an unmistakable cognizance of the circumstances and end results of this characteristic issue and what they can do to alleviate biological warming. Since characteristic warming has extensive effects, care about the issue and convincing courses of action must be overhauled through intentional undertakings by accomplices in the organization, the corporate division, the media, the NGOs, and enlightening associations. Social interest in normal warming alleviation activities could be overhauled basically by extending people's understanding of and data about all parts of environmental warming.

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