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Analysis of Brand Awareness, Brand Loyalty and Brand Reputation on Purchase Decisions

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Abstract:

This research was conducted with the aim of finding out the influence of Brand Awareness, Brand Loyalty, Brand Reputation on Purchase Decisions merchandise from the RRQ e-sports team. This research uses quantitative descriptive methods. Purposive sampling was used in this research with the criteria that the respondent involved in this research was someone who knew and had purchased e-sports merchandise products directly at Rex Regum Qeon (RRQ) with a purchase range of March 2023 - March 2024. A total of 100 respondents were involved in the research. This. Partial Least Square is used as data analysis in research and processed using the Smart PLS analysis tool version 3.3.9. A questionnaire in the form of a Google Form was distributed to respondents. Research results show that Brand Awareness does not influence Purchasing Decisions. Second, Brand Loyalty influences Purchasing Decisions. Lastly, Brand Reputation influences Purchasing Decisions. Managerial implications in research where e-sports fans, apart from being loyal consumers of merchandise marketed by Rex Regum Qeon (RRQ), can also become indirect marketing agents of the E-sports fan community. Promotions carried out by consumers will help increase product sales. Therefore, Rex Regum Qeon (RRQ) needs to maintain engagement with consumers so that they do not hesitate to promote merchandise products produced and sold by Rex Regum Qeon.

Keywords: Brand Awareness; Brand Loyalty; Brand Reputation; Purchase Decision; Esports.

Introduction

These days, a lot of people support a variety of activities using digital marketing (Rabindranath & Singh, 2024; Ye et al., 2024). Only a small percentage of them, according to Alhalwachi et al. (2024), are progressively moving away from conventional and traditional marketing strategies and toward current models, specifically digital marketing. Digital technology allows for the anytime, anywhere execution of marketing campaigns and international transactions (Tuasikal et al., 2023). Every day, more people are using chat-based social media, which presents a chance for numerous industries, including esports, according to Rustad et al. (2024), digital marketing has emerged as a critical component in the esports industry's rapid growth, serving as a conduit between teams and burgeoning fan bases (O'Shea et al., 2023).

Esports teams according to Lefebvre et al. (2023) can create a relevant and authentic image through widespread esports influencers on platforms such as Twitch and YouTube, while major sponsors demonstrate strategic investments in esports events and teams. The phenomenon of live streaming and direct interaction with fans increases engagement in addition to increasing opportunities for sponsored content (Qian & Seifried, 2023). Esports teams can better understand fan behavior and preferences with the help of advanced digital merchandising and analytics tools. This information can be used for future marketing strategies. However,

problems such as intense competition and rapidly changing trends require esports teams to remain creative and responsive even though there is great potential (Nadya, 2016).

Esports or electronic sports is a term used to refer to video game competitions organized in the form of tournaments (de Zoeten & Könecke, 2023). In digital marketing, esports includes methods and tactics used by brands, businesses, or individuals to promote their goods and services through esports-related platforms and events (Abbasi et al., 2023; Huettermann et al., 2023). Esports has become a phenomenon that has a large and actively engaged audience on social media platforms such as Twitch and YouTube Gaming (Kohls et al., 2023).

With its rapid growth, explained Hattingh et al. (2023) many brands are starting to use esports as a marketing tool to target young consumers interested in technology. This includes sponsorship of esports events, advertising in live broadcasts, collaboration with esports players or teams, production of unique content, and other marketing approaches intended to attract attention and establish relationships with the esports community (Mohammadi et al., 2023). In other words, in digital marketing, e-sports takes advantage of the marketing opportunities provided by the e-sports industry to reach target audiences and build emotional bonds with fans (Rhee & Kim, 2023).

In the growing esports industry, brand loyalty according to Chen & Wu (2024) is not just simple support, but an emotional bond between fans and their favorite teams or players. Direct interactions via social media or streaming deepen these relationships (Bawack et al., 2023). However, team achievement, consistency of performance, and effective communication regarding its achievements are key factors that increase loyalty (Ford et al., 2023). In the context of sponsorship, smart digital marketing and innovative content from teams can attract brands to collaborate (Rizvanović et al., 2023). With the right partnerships, esports teams not only strengthen their image but also provide significant exposure for sponsors among a wider audience (Dube et al., 2023).

eEsports industry has become a rapidly growing global phenomenon in recent years attracting millions of fans around the world. E-sports, or electronic sports, refers to professionally organized video game competitions, where players compete in various game genres, including fighting, strategy, sports and other games (Zhu et al., 2024). E-sports matches often attract audiences comparable to traditional sporting events, with major tournaments attracting millions of viewers both online and offline. Along with this growth, esports brands are also increasingly developing where they offer various products (merchandise) which becomes integral to the fan experience (Lubis & Wandebori, 2024). Everything from t-shirts, hats, to specially licensed items have become a symbol of identity for loyal fans and new fans around the world.

Rex Regum Qeon (RRQ), an Indonesian e-sports team with a devoted fan base, is one well-known brand in the e-sports industry. According to information on the official RRQ website, the company was established in 2013 and has grown to be one of the biggest players in Southeast Asian e-sports tournaments. This squad is well-known for its achievements in a variety of contests, including well-liked leagues like Dota 2, PUBG Mobile, and Mobile Legends: Bang Bang. Through its remarkable accomplishments, RRQ has been able to cultivate a sizable and ardent fan base both in Indonesia and globally (Rex Regum Qeon, 2013).

In this case, this research was conducted with the aim of finding out the influence of Brand Awareness, Brand Loyalty, Brand Reputation on merchandise purchasing decisions from the RRQ e-sports team. Brand awareness refers to the level of consumer understanding of a brand's existence and identity, while brand loyalty reflects the extent to which consumers are loyal and attached to the brand. On the other hand, brand reputation includes consumer perceptions about brand credibility, reliability and quality, which can have a significant influence on purchasing preferences.

Previous research has shown that factors such as brand awareness, brand loyalty, and brand reputation have a significant impact on purchasing decisions in various industries (Pamungkas et al., 2024). However, in the context of e-sports, there is little research that specifically examines the relationship between these factors and e-sports team merchandise purchasing decisions. Therefore, this research aims to fill this knowledge gap and provide deeper insights into consumer behavior in the rapidly growing e-sports industry.

As such, this research has important relevance both for marketing practitioners in the e-sports industry and for academic researchers interested in understanding consumer behavior and brand marketing strategies in this rapidly evolving context. It is hoped that the results of this research will not only provide new insights into the factors that influence purchasing decisions in the e-sports industry, but also help e-sports brands such as RRQ to strengthen their position in this increasingly competitive market.

1. Literature Review / State-of-Arts / Research

Brand Awareness

Brand awareness is said by Singh et al. (2023) is the ability of potential buyers to recognize and remember a brand as part of a particular product. Brand awareness according to Yunpeng & Khan (2023) can help the brand that the company hopes for, create customer familiarity with the brand, and show commitment to the brand. Brand awareness consists of two dimensions. First, brand recognition is the consumer's ability to recognize brands that have been shown as evidence. Second, brand memory means the consumer's ability to trigger a brand in memory when recognizing a product, a need that can be met, a purchase, or a situation over time (Evita & Farochi, 2017). Brand Awareness according to shows the ability of a potential buyer to recognize or recall that a brand is part of a certain product category (Bergkvist & Taylor, 2022).

Febriantoro (2020) said that brand awareness can vary, it can start from brands that are not known to the majority of consumer buyers in the market. Furthermore, if consumers begin to recognize and want to accept it, they are said to have a level of brand acceptance (Saarikko et al., 2020). Then, if consumers start to like the related brand, it is said that brand preference starts to increase (Aljumah et al., 2021). Finally, Lee & Kim (2020) said that there are consumers who enjoy and feel ownership, so consumers are said to have a high level of brand loyalty. A well-known and trusted brand is an invaluable asset. Brands have an important strategic role by being a differentiator between the products offered by a company and rival brands (Gupta et al., 2023).

Brand Loyalty

Holmes et al. (2020) stated that loyalty is a form of loyal customer behavior that does not switch brands. Meanwhile, brand loyalty measures consumer loyalty to a brand and is the core of brand equity which is a central idea in marketing because it measures customer relationships with a brand (Gong, 2020). Brand loyalty is a level above brand awareness (Ebrahim, 2020). Brand loyalty and interest are stated by Akoglu & Özbek (2021) to have a significant influence on consumers. Loyal consumers buy their favorite brands regularly and are less likely to switch brands. Brand loyalty as a measure of customer connection to a brand (Trinh & Dawes, 2020). This measure is able to provide an idea of whether or not a customer might switch to another brand offered by a competitor, especially if there is a change in that brand regarding price or other attributes (Jamaludin & Sumarni, 2023).

Brand loyalty has two dimensions. First, behavioral brand loyalty is a firmly held commitment to consistently repurchase a preferred service in the future, despite situational influences and marketing efforts that show the potential to cause such behavior. Second, attitudinal brand loyalty is the intention to repurchase, the willingness to pay a premium price or the availability of loyal consumers to spend more money to buy the brand, and the intention to talk good things about the brand (Pandiangan et al., 2021).

Brand Reputation

Brand reputation also has an important role to strengthen consumers' social status and wealth and to increase their social actualization by using products with a high reputation (Ali & Dahana, 2021). When they choose a brand that has a high reputation, others will perceive their high social or life status (Zhang et al., 2021). The good name of a brand is formed based on the opinion of the public/consumers after using or interacting with the brand (Breberina et al., 2022). According to Cowan & Guzman (2020), brand reputation can be influenced by product quality and performance. Purchase intention is an individual's readiness and willingness to buy a particular product or service and influences future purchasing decisions. One of the mechanisms of consumer cognitive behavior is that consumers intend to buy the product (Li et al., 2021).

Brand reputation according to Khoshtaria et al. (2020) is a term that is defined as a consumer's opinion or view of the quality of a brand. A brand's reputation will differentiate between one company and another and produce a competitive advantage as well as foster consumer trust and confidence. From an industrial marketing perspective, brand reputation will have a strong influence on consumer trust (Salam & Jahed, 2023). Meanwhile, from a user's perspective, they tend to consider company reputation as an important factor in the process of assessing trust in the company and in purchasing products or services (Yang & Wibowo, 2022).

Purchase Decision

Purchasing decisions explained by Machin et al. (2020) is the selection of two or more alternative consumer choices in purchasing. Making online purchasing decisions for consumers is a dynamic process consisting of various stages (Matarazzo et al., 2021). The traditional model of the purchasing decision-making process includes five stages: problem recognition, information search, alternative evaluation, purchase decision,

and post-purchase behavior. The purchasing process begins when the buyer becomes aware of a problem or need that is triggered by internal or external stimuli (Anwar & Mujito, 2021).

According to Pina & Dias (2021), brand equity is a consideration for consumers in purchasing decisions because it can create a positive image. Thus, improving purchasing decisions. For consumers, freedom is often expressed through a variety of product choices (Lawson et al., 2021). So, there is always an opportunity for consumers to make decisions. Additionally, experimental consumer research reveals that providing consumers with choices when there really isn't a single choice can be a sound business strategy. This strategy can massively increase sales (Huang et al., 2020).

Decision making according to Driscoll et al. (2022) is a system consisting of input, process and output. Decision making is a cognitive process that combines memory, thinking, information processing and evaluative judgments (Luoma & Martela, 2021). In general, the consumer purchasing decision stated by Hanaysha (2022) is to buy the most preferred brand, but two factors can differ between purchasing intentions and purchasing decisions. Consumer decisions are also influenced by core values, namely the belief system that underlies consumer attitudes and behavior (Minton et al., 2022). Before making a purchase, consumers will usually find out first about a product to be purchased, because consumers will be influenced by information and recommendations obtained from other people about a product and this will become a consideration made by consumers in making purchasing decisions (Ramdhan et al. al., 2023).

The formulation of the research hypothesis is presented as follows.

H1 = Brand awareness influences purchase decisions

Several previous studies that focus on brand awareness show that there is a positive relationship between brand awareness and purchasing decisions (Ngoc Khuong & Tram, 2015; Novansa & Ali, 2017; Jung & Kyoung Seock, 2016; Kumar & Gupta, 2016) stated that increasing the level of brand awareness will increase the likelihood of considering the brand when making purchasing decisions. Simply put, the higher the level of awareness of a brand, the higher the likelihood that the brand will be purchased.

Andreani et al. (2021) conducted research with promotional case studies by Social Media Influencers in promoting restaurants and cafes. It was found that brand awareness does not significantly influence purchase decisions. Even though consumers do not always have brand awareness of restaurants or cafes promoted by Social Media Influencers, purchasing decisions are significant. This can happen for several reasons. One of them is the fact that consumers do not have strong brand awareness which can influence them to purchase products or services promoted by Social Media Influencers.

H2 = Brand Loyalty influences purchase decisions

Research by Christivany & Iskanto (2023) shows that brand promotion through social media can increase consumer loyalty. Survey results of 300 individuals in Bangladesh show that business promotions on social media platforms increase consumer loyalty. Brand loyalty also has a significant influence on Brand Love. Positive characteristics of consumer behavior, such as greater desire and sacrifice, are at the core of brand loyalty (Fikri et al., 2020). When products are marketed in a way that appeals to consumers' wants and needs, brand loyalty tends to increase.

Brand loyalty influences purchasing decisions partially or separately. Brand loyalty has a positive and significant effect on purchasing decisions. The results show that customers who are loyal to a brand tend to be more confident in the choices they make. In addition, brand loyalty to the market or e-commerce can influence online purchasing decisions. Customers feel a bond with the brand, thereby increasing their confidence in making purchasing decisions (Supiyandi et al., 2022).

H3 = Brand Reputation influences purchase decisions

Based on the results of hypothesis testing, it proves that brand reputation has a positive and significant influence on purchase intention. Research by Permana & Hidayat (2024) explains that a positive brand reputation has an influence on purchase intentions. The results of this hypothesis imply that the more positive the brand reputation is in the eyes of consumers, the more likely consumers are to have purchase intentions towards its products. Brand reputation can influence consumer perceptions of quality, value and trust in products. Consumers who feel confident in a brand are more likely to choose that product. In addition, a good reputation can help a company to introduce new products or product variants that are more easily accepted by consumers. Consumers who already have trust in a brand tend to be more open to trying new products from the same brand.

Customers' purchasing intentions are unaffected by a brand's reputation, whether it is positive or negative (Sabila et al., 2024). A vendor or business can thrive in the face of escalating competition if they have a solid reputation. This is due to the fact that a company's or seller's reputation is one of the benefits that customers receive as a result of the services they receive that satisfy their needs.

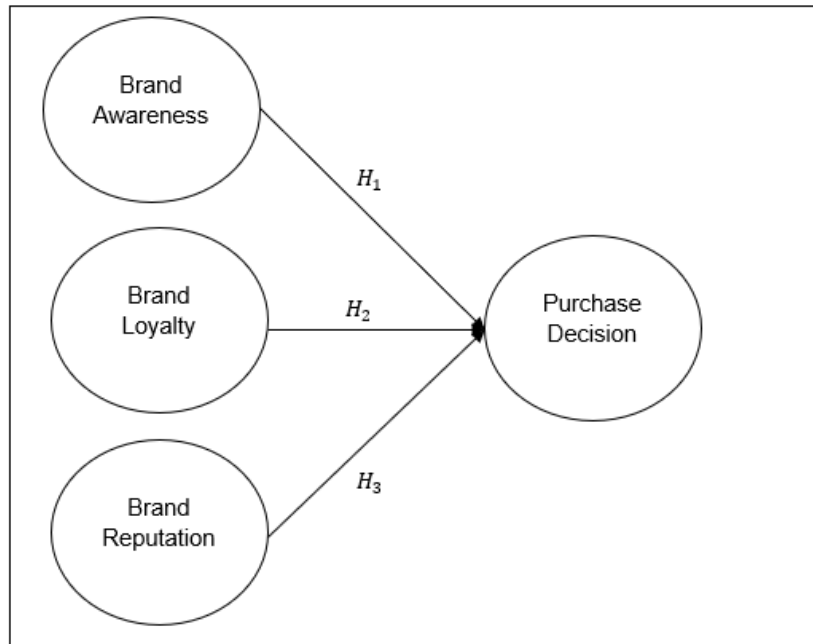


Figure 1. Research Model

2. Research Method / Method

Yuliana (2020) explained that the research design explains the research flow that will be studied by the author. This research uses quantitative descriptive methods. Purposive sampling was used in this research with the criteria that the respondent involved in this research was someone who knew and had purchased e-sports merchandise products directly at Rex Regum Qeon (RRQ) with a purchase range of March 2023 - March 2024. A total of 100 respondents were involved in the research. This research uses Partial Least Square as data analysis in research and processed using the Smart PLS analysis tool version 3.3.9. A questionnaire in the form of a Google Form was distributed to respondents using a scale range of 1-4 with the criteria of strongly disagree, disagree, agree and strongly agree. The questionnaire in the research uses a closed statement form in all parts, except for the first part of the questionnaire. Closed questions were put forward by Mustikasari et al. (2022) is a question where the answers have been limited so that the answer is more structured.

3. Results and Discussion

Research Demographics

Respondents in this research are people who live in Indonesia and already understand the products of various e-sports clubs, especially products (merchandise) from RRQ e-sports, with an age range of 15-45 years. Questionnaire data was distributed in Google Forms and obtained data from 100 respondents. General characteristics of respondents based on sex (gender), age, educational background, costs incurred to purchase the product, domicile, occupation, and where the respondent knows about RRQ e-sports products (merchandise).

Of the 100 respondents, the dominant 72 respondents came from Jabodetabek. 13 respondents came from Java, 12 respondents came from Sumatra, 2 people came from Maluku, 1 person came from Papua. The largest age demographic was 83 people aged 15-25 years, 14 people aged 26-35 years, 2 people aged 36-45 years and 1 person aged 45 years and over. In this study, gender demographics were dominated by 80 male respondents and 20 female respondents. Based on educational background, the respondents who dominated were 48 D4/S1 graduates, followed by 44 high school graduates, 4 Masters, 3 D3 and only 1 PhD. Based on the type of work, respondents were dominated by 68 respondents who were students, followed by 12 respondents who worked as private employees, 9 as freelancers, 7 as entrepreneurs, 3 respondents who did not work and 1 as a civil servant.

From the demographic results of research involving 100 respondents, it can be observed that spending patterns for purchasing RRQ e-sports merchandise products. A total of 32 respondents spent between IDR 100,000 - IDR 200,000 to obtain this product, while 27 other respondents spent between IDR 50,000 - IDR 100,000. A total of 23 respondents allocated more than IDR 300,000 to purchase this product, while 18 respondents spent between IDR 200,000 - IDR 300,000. In terms of information sources, the majority of respondents, namely 81 people, got to know RRQ E-Sport products (merchandise) through social media. Meanwhile, 18 respondents got this information from friends, and only one respondent found out about it through television.

Validity, Hypothesis and Reliability Test Results

Validity Test Results

In this research, validity tests, hypothesis tests and reliability tests were carried out for the variables Brand Awareness (BA), Brand Loyalty (BL), Brand Reputation (BR), Purchase Decision (PD). Utoyo et al. (2023) explained that validity testing is needed to determine whether a questionnaire is valid for each variable. Convergent validity testing is carried out to observe measures that have a positive correlation from similar constructs using alternative measures (Justiana & Yuliana, 2024). The value of external loads and Average Variance Extracted (AVE) are requirements to meet this value (Sherlyta et al., 2024).

Table 1. Validity Test

Indicators	Loading Factor
BA1	0.835
BA2	0.831
BA3	0.839
BA4	0.818
BA5	0.842
BL1	0.926
BL2	0.905
BL3	0.921
BL4	0.910
BL5	0.822
BR1	0.881
BR2	0.817
BR3	0.842
BR4	0.858
BR5	0.900
BR6	0.929
BR7	0.876
BR8	0.869
BR9	0.882
WW1	0.874
WW2	0.892
PD3	0.879

Source: Processed data (2024)

The highest value for the outer loading of a construction can indicate that there are many similarities between the related indicators (Saputri et al., 2024). In addition, substantial explanation of each variant indicator by latent variables is expected to reach a minimum of 5% (Khoiroh et al., 2023). Because of this, the expected standard value of outer loading is 0.5 or greater, with the ideal value reaching 0.7 or greater (Fauzan et al., 2023). Table 1 shows that all indicators meet the feasibility aspect of research variables, where all outer loadings are above 0.7 so that they can be used as the basis for research information.

Average Variance Extracted (AVE) is the grand average value of the square of indicator loadings related to a construct, where the minimum expected value is 0.50 (Yuliana et al., 2023). This shows that the construct can effectively explain more than half of the variance of its indicators (Yuliana et al., 2023). Based on the AVE value obtained, the value of the Brand Awareness, Brand Loyalty, Brand Reputation and Purchase Decision variables is above 0.5 so it is declared valid. The highest AVE value is found in the Brand Loyalty variable with a value of 0.806. The lowest AVE value is found in the Brand Awareness variable with a value of 0.694.

Reliability Test Results

The next test involves the use of SmartPLS 3.3.9 and the PL-Algorithm procedure. The results of the Cronbach Alpha and composite reliability values are used to test the reliability of each variable, as listed in Table 2.

Table 2. Reliability Test and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Brand Awareness	0.89	0.896	0.919	0.694
Brand Loyalty	0.939	0.941	0.954	0.806
Brand Reputation	0.961	0.962	0.967	0.762
Purchase Decision	0.857	0.857	0.913	0.777

Source: Processed data (2024)

The reliability test results show that the Composite Reliability value exceeds the basic value set at 0.7. This proves that all statements in the variable questionnaire are reliable because the consistency of the answers given by the respondents has been proven.

Hypothesis Test Results

Based on the hypothesis results contained in table 3, it states that the Brand Awareness hypothesis on Purchase Decisions is rejected, while Brand Loyalty on Purchase Decisions and Brand Reputation on Purchase Decisions are accepted. A detailed discussion of each hypothesis based on the table above is explained as follows:

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
Brand Awareness -> Purchase Decision	0.082	0.077	0.117	0.702	0.483	rejected
Brand Loyalty -> Purchase Decision	0.249	0.25	0.114	2,177	0.03	accepted
Brand Reputation -> Purchase Decision	0.618	0.623	0.125	4,939	0	accepted

Source: Processed data (2024)

Brand Awareness has a positive relationship to Purchase Decision ($\beta=0.082$) but is rejected because it can be seen from the P value of 0.483 > 0.05 (5%), which means there is no significant relationship between brand awareness and purchase decision based on the results of the statistical tests above. However, this research also shows that the Brand Loyalty variable has a positive effect on Purchase Decision and is significant ($\beta=0.249$; $p=0.03$), as well as Brand Reputation has a positive effect on Purchase Decision and is significant ($\beta=0.618$; $p=0$), explanation This shows that Hypotheses 2 and 3 are supported.

Discussion

The first hypothesis shows that Brand Awareness does not influence Purchasing Decisions. These results support previous research conducted by Andreani et al. (2021) and contrasts with research by Ngoc Khuong & Tram (2015), Novansa & Ali (2017), Jung & Kyoung Seock (2016) and Kumar & Gupta (2016). Consumers' ignorance of the brand being promoted is the cause of their lack of interest in making purchases. Consumers generally make purchases without looking at the figure representing the product or service.

Brand Awareness shows the ability of a potential buyer to recognize or remember that a brand is part of a certain product category. Even though the selling price is within reach of consumers, consumers consider it based on the benefits of the product and whether the brand of the product is able to provide a sense of pride for its users. Founded in October 2013, Rex Regum Qeon (RRQ) was born by combining the best Indonesian DotA players who are already well-known in the international gaming community. Apart from focusing on e sports, RRQ also focuses on selling merchandise as well as being a producer. Not many e-sports fans know that this special e-sports merchandise has been sold by RRQ. So this is the reason why consumers are left behind in having special e-sports merchandise.

The second hypothesis shows that Brand Loyalty influences purchasing decisions. These results support previous research conducted by Christivany & Iskamto (2023). This research is also in line with the statement of Fikri et al. (2020) where brand loyalty also has a significant influence on purchasing decisions. Positive characteristics of consumer behavior, such as greater willingness and sacrifice, are at the heart of brand loyalty.

Consumer attachment to the brand being marketed is something that brand owners need to pay attention to. Consumers must be motivated to love the brand so that purchases can automatically occur without the need for intense promotions. The loyalty of consumers who love e-sports will be seen by having several merchandise products marketed by Rex Regum Qeon (RRQ) as a sales agent trusted by many e-sports fans. Consumers do not hesitate to make purchases directly from RRQ, either in small units or in large quantities.

The third hypothesis shows that Brand Reputation influences purchasing decisions. This result is in line with research by Permana & Hidayat (2024) which explains that positive brand reputation influences purchase intentions. The results of this hypothesis imply that the more positive the Kahf brand reputation is in the eyes of consumers, the more likely consumers are to have purchase intentions towards its products. Brand reputation can influence consumer perceptions of quality, value and trust in products.

The name and quality of the product being sold will be the main consideration for consumers before deciding to make a purchase. As an e-sports lover, consumers will feel involved in a community. As a form of pride in e-sports, having merchandise products marketed by Rex Regum Qeon (RRQ) is a must for users. The reputation of Rex Regum Qeon (RRQ) will increase along with the proliferation of this product on the market because of the support from e-sports fans.

4. Conclusion

Based on the results of the research and discussion above, it can be concluded firstly that Brand Awareness does not influence purchasing decisions. Second, Brand Loyalty influences Purchasing Decisions. Lastly, Brand Reputation influences Purchasing Decisions. Based on the findings in this research, the managerial implication that can be conveyed is that e-sports lovers, apart from being loyal consumers of merchandise marketed by Rex Regum Qeon (RRQ), can also become indirect marketing agents of the E-sports fan community. Promotions carried out by consumers will help increase product sales. Therefore, Rex Regum Qeon (RRQ) needs to maintain engagement with consumers so that they do not hesitate to promote merchandise products produced and sold by Rex Regum Qeon. This research has limitations. Suggestions for further research are to use brand love variables and product repurchase decisions with similar case studies.

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