

## SUSTAINABILITY MARKETING MIX ON PURCHASE DECISION THROUGH CONSUMER'S GREEN ATTITUDE AS THE MODERATING VARIABLE

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**Abstract:** *Today, the importance of sustainability is increasing as environmental issues have become a concern for both businesses and consumers. Companies must swiftly comprehend the idea of sustainability and begin to assess themselves as businesses need to make a profit to survive, but to be sustainable, they need to balance the other two priorities, namely people and the planet. Hence, the idea of sustainable marketing has emerged. It focuses on the need to practice sustainability as well as to meet the needs, without harming future generations, by having green movement as core business goals. This study aims to identify the influence of sustainability marketing mix in purchasing decisions towards green personal care products, The Body Shop, in the Indonesian context and to reveal the role of consumer's green attitudes as moderating variable. This is a quantitative research. Meanwhile, the data analysis technique consists of testing the validity and reliability, simple linear regression, hypothesis testing and moderated regression analysis. The findings show that the sustainability marketing mix has a positive and significant effect on purchasing decisions for green products in Indonesia, moderated by consumer's green attitude.*

**Keywords:** *sustainability, green marketing, sustainability marketing mix, purchase decision, consumer's green attitude*

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### 1. Introduction

Nowadays, environmental issues have become a concern for businesses and consumers. More and more people have shown concern about the increased pressure due to the accumulation of global warming and pollution. Based on the global survey conducted by Nielsen in 2018, the majority of consumers (73%) believe they would alter their purchase patterns in order to lessen their environmental effect. Therefore, sustainable consumption constitutes a rapidly increasing trend (Paetz, 2021). Considering the fact that environmental issues have a great impact on consumers' behavior, companies must promptly take into account the idea of sustainability and start to evaluate themselves with the awareness that businesses do need to make a profit to survive. However, in order to be sustainable, there should be a good balanced between two priorities: people and the planet. Companies need to practice sustainability as well as meet present needs without harming future generations, and these may be achieved by setting core business goals specifically in green movement.

In 2022, Indonesia is ranked 164th out of 180 countries in the world with an EPI (Environmental Performance Index) score of 28.2 (data from [epi.envirocenter.yale.edu](http://epi.envirocenter.yale.edu)). As this index investigates the health of the environment and ecosystems, it reflects Indonesia's

environmental management deficiencies, including water and air quality, and the management of environmental damage caused by natural and human factors. In developing markets, sustainable efforts are still in their infancy and consumer demand is less subtle (Nielsen, 2018). This represents a unique opportunity for businesses to continue their path to environmental responsibility, build trust with consumers who care for them, and foster loyalty to achieve long-term profits. Therefore, sustainability provides an immense opportunity for growth in Indonesia. Focusing on sustainability can bring significant benefits to businesses and consumers in both the short term and long term.

From a marketing perspective, sustainability plays a vital role in a way that it impacts on value creation for consumers. Sustainability marketing, also referred to as green marketing, promotes products and services based on the environmental advantages and values (Kaur et.al., 2022). As stated above, the changes in consumption habits due to environmental concerns result in the increasing preference for green products. Consumers who have concern for the environment will decide to meet their needs by seeking information about the product to be purchased before making a purchase decision. In recent times, green beauty and personal care products are in high demand in Indonesia. This is partly because of the high pollution level, according to the data from Air Quality Life Index (AQLI, 2021), Indonesia is today the world's twentieth most polluted country, which then drives people to take better care of their skin and body. Furthermore, revenues for the beauty and personal care product market amounts to US\$7.23 billion in 2022 in Indonesia with the market's largest segment is personal care segment with a market volume of US\$ 3.1 billion and the market is projected to grow annually by 5.91% compound annual growth rate through 2026, according to Statista.com (2022). Hence, Indonesia has a sizable and expanding market for personal care and cosmetic products.

The Body Shop is one of the UK's most victorious beauty and personal care retailers. Based on The Body Shop Sustainability Report (2021), the 2030 Sustainability Strategy was created by the corporation, a pioneer in sustainability for more than 40 years, to inspire and motivate its teams to take on more. The Body Shop is well known for developing cosmetics with natural ingredients and organizing social responsibility as a part of the company's business. This company believes that the more they grow and the more they engage with customers and others, the bigger the difference they can make to people's lives and preserve the health of our planet. The Body Shop also has implemented a green marketing mix strategy to sustain the business.

In Indonesia, The Body Shop has been around for 30 years and according to Top Brand Awards (2022), it is one of the top-ranked companies in selling personal care products, namely body mist (44.9%) and body butter/body cream (41.5%). Top Brand Awards received by The Body Shop proves that The Body Shop is able to dominate most of the personal care business segment market in Indonesia. Bandung, the capital of West Java, was chosen as the subject of this study because according to Cahya (2018), this city has the biggest store of The Body Shop in Indonesia, where most of its consumers in Indonesia will likely come to shop. The city of Bandung is the capital city of West Java, a two-hour drive from Jakarta, Indonesia's capital city.

In addition, a survey of the literature reveals that although there is still little empirical research on the topic, theoretical research on sustainable marketing is growing. The impact of green marketing mix elements on environmentally friendly products generally has been studied by previous researchers. However, there are very few studies that have examined sustainability marketing mix and purchase decisions towards environmentally friendly personal care and

cosmetic products, moderated by consumer's attitude. In order to bridge this gap and shed light on the impact of consumer green attitudes as a moderating variable, the current study examined how The Body Shop's sustainability marketing mix affected consumers' decisions to buy green personal care products in Indonesia.

#### *Sustainability Marketing Mix and Purchase Decision*

Sustainable marketing is the process of creating, communicating, and delivering value to customers in such a way that both natural (resources nature provides) and human (resources people provide) capital are preserved or enhanced throughout (Martin and Schouten, 2011). According to Kowalska (2020), traditional marketing mix tools do not take into consideration and help activities for sustainable development, hence Kotler (2011), emphasizes that marketing should be "reinvented" to achieve environmental sustainability. This corresponds with the concept of sustainability marketing mix, including sustainable product, balanced price, sustainable distribution, sustainable promotion, and sustainable people (Kowalska, 2020), which refers to the satisfaction of customer needs, wants, and desires in relation to the issue of environmental protection.

Several studies have shown that sustainability or green marketing mix has a positive influence towards purchase decisions. Purchasing decisions, according to Kotler & Armstrong (2018), is the process of forming consumer preferences for brands that are in the evaluation stage. Kotler & Armstrong (2018) further describes that, in general, the consumer's purchasing decision will be to acquire the most favored brand, but two variables can stand in the way of the purchase intention and the purchase decision, namely: (a) The attitude of an important or influential individual, and (b) Unexpected events that change one's intention to purchase. According to Basalamah et al. (2020), organizations enhance their sales by using a green marketing strategy and segmenting their consumers who are emotionally sympathetic to the environment and live a green lifestyle, which indicates a positive effect on consumers' buying decision.

#### *Influence of Sustainability Marketing Mix on Purchase Decision with Consumer's Green Attitude as A Moderating Variable*

According to Nugroho (2008), attitude is a mental and neural connection with readiness to respond, organized through experience and has a direct and or dynamic influence on behavior. Attitudes of environmental concern are rooted in a person's concept of self and the degree to which an individual perceives him or herself to be an integral part of the natural environment (Zelezny and Schultz, 2000). Therefore, the consumer's attitude represents what consumers like and dislike (Solomon et al., 2006). In this study, consumer's green attitude refers to consumer's attitude towards environmentally friendly products which are based on cognitive components, namely, knowledge and perceptions of environmental problems, feelings as well as behavior towards the environment. Bakri et al. (2007) further demonstrate that green consumer behavior is a set of behaviors that drives the individual towards a preference for the product with environmental characteristics from the other, stemming from a combination of variables, particularly the ideas and opinions held by those individuals that are motivated towards that behavior.

The research gap stimulates this study to test the relation between sustainability marketing mix and purchasing decisions through consumer's green attitude. Hence, based on the above explanation, the research hypothesis are as follows:

- H1: The relationship between sustainability marketing mix and purchase decision is positive and significant
- H2: Sustainability marketing mix positively affects purchase decision moderated by the effect of consumer's green attitude

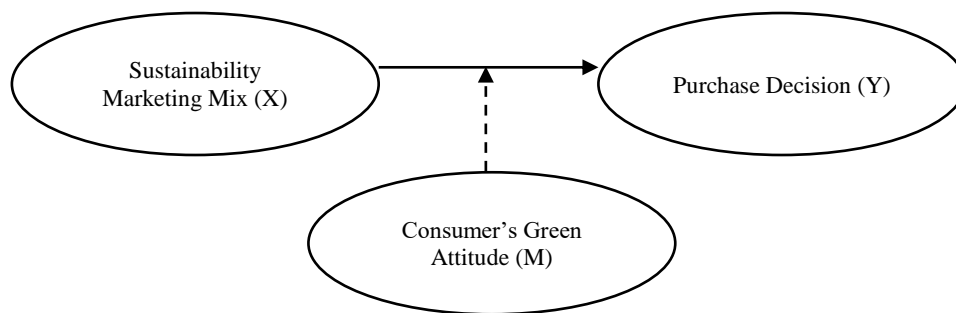


Figure 1. Research Framework

## 2. Research Method

### *Data Collection Method*

The main technique of collecting data for this research was through an online survey, namely through the use of a GoogleForms questionnaire. The questionnaire was arranged based on the items and the method used was Likert Scale. Furthermore, secondary data is the supporting data for this research, which was obtained through the review of literature in previous studies, books, internet articles and published statistical data.

### *Population and Sample*

This study focuses on The Body Shop consumers in Bandung, Indonesia. Samples were obtained from The Body Shop consumers who had purchased the product at least once in a period of 6 months and with the age range from 17 years old to 65 years old. Hence, purposive sampling was used. The sample size for this study was established using the Lemeshow formula because the exact number of The Body Shop consumers in Bandung is unknown.

$$n = \frac{Z^2 P (1-P)}{d^2}$$

$$n = \frac{1.96^2 0.5 (1-0.5)}{0.1^2} \rightarrow 96.04$$

n = number of samples  
 z = z value at 95% confidence level = 1.96  
 p = proportion of cases studied in the population,  
 use the largest p 50% if p is unknown = 0.5  
 d = sampling error 10% = 0.01

Therefore, 96 respondents were the bare minimum number of samples needed for this research.

**Table 1. Definition and Indicators of Variables**

Research Variables	Operational Definitions	Indicators
Sustainability Marketing Mix (X)	<p>Sustainability Marketing Mix means including elements of sustainability in the marketing mix, which consists of:</p> <ol style="list-style-type: none"> <li>1. Products designed for sustainability (green product)</li> <li>2. Price is for the value offered not cost (green price)</li> <li>3. A place or distribution that covers the entire value chain (green place/ distribution)</li> <li>4. Promotion focused on engaging with all consumers (green promotion)</li> </ol>	<ol style="list-style-type: none"> <li>1. Green products have benefits for the environment (Pankaj and Vishal, 2014).</li> <li>2. Green products are made from non-hazardous materials (Santoso and Fitriyani, 2016).</li> <li>3. Green personal care products are good for health (Hossain and Khan, 2018).</li> <li>4. Green personal care products' packaging is recyclable (Rokka and Uusitalo, 2008).</li> <li>5. The price and quality of green personal care products are proportionate. Hossain and Khan (2018)</li> <li>6. Green personal care product prices should be reasonable to motivate consumers to buy.</li> <li>7. Price of green products and conventional products are the same.</li> <li>8. Performance of green products justifies its prices.</li> <li>9. Green personal care products are always available in the shop (Hossain and Khan, 2018).</li> <li>10. Green personal care products are widely available in all places (Kaur, et al., 2022).</li> <li>11. Green distribution channel that minimizes waste and environmental damage (Syahbandi, 2012).</li> <li>12. The store design and furniture use recyclable materials (Martin and Schouten, 2012).</li> <li>13. Green marketing campaigns are encouraged (Hossain and Khan, 2018).</li> <li>14. Consumers are facilitated by environment advertisement to make informed buying decisions (Bailey et. al., 2018).</li> <li>15. Environmental programs involving the community (Belz et. al., 2009).</li> <li>16. Green advertisements are attractive and trustworthy (Kong et. al., 2014).</li> </ol>
Consumer's Green Attitude (M)	<p>Consumer's green attitude can be defined as the likes and dislikes that people have towards</p>	<ol style="list-style-type: none"> <li>1. It has become inevitable to protect the environment for future generations (Kautish, et al., 2019).</li> <li>2. I know the environmental benefits of green personal care products (Emekci, 2019).</li> <li>3. I actively participated in an environmental</li> </ol>



	sustainability.	campaign (Jain and Kaur, 2006). 4. I'm willing to pay more for environmentally friendly products (Chyong et al., 2006).
Purchase Decision (Y)	Purchase decision is the decision-making process that drives consumers to identify needs, generate options, and select specific green products and sustainability brands.	Based on Kotler (2009), there are four indicators to determine purchase decision, as follows: 1. Product stability 2. Purchasing habit 3. Recommendation to other buyers 4. Re-purchasing

Source: processed by author (2022)

#### *Analysis Technique*

The technique of data analysis refers to a grouping of data based on variables and types of respondents, tabulate data based on variable all respondents, presenting the data of each of the variables examined, do the calculations to answer formulation problems, and perform calculations to test the hypotheses that have been proposed (Sugiyono, 2012). In this quantitative research, it starts from testing the validity of each statement item and testing the reliability on each variable using the IBM SPSS version 26 application.

To see if one independent variable (X) has a linear connection with the dependent variable, this study used a simple linear regression method (Y). Based on whether the independent variable's value increases or decreases, this analysis will demonstrate whether there is a positive or negative link between the independent and dependent variables. It will also forecast the value of the dependent variable. The operational definition and indicators of variables is shown in Table 1.

The hypothesis testing is conducted through testing the coefficient of determination, to determine the magnitude of the influence of the green marketing mix on purchasing decisions either simultaneously or partially, and hypothesis testing. Testing the hypothesis is to see whether there is a positive or negative relationship between the green marketing mix and purchasing decisions with consumer attitudes as a mediating variable. Hence, this study also used moderated regression analysis (MRA), which according to Ghazali (2016), is a special application of linear multiple regression where the regression equation contains an interaction element (multiplication of two or more independents) which aims to determine whether the moderating variable will strengthen or weaken the relationship between the independent variable and the dependent variable. To ascertain if the consumer attitude variable can improve or lessen the relationship between the sustainability of the marketing mix and purchasing decisions, a moderated regression analysis is performed in this study.

### 3. Results and Discussion

#### 3.1. Results

##### *Respondents's Characteristics*

The total number of respondents is 123 respondents with an age range from 19 to 65 years old. Most respondents are female with 85 people or 69%, while male 31%. In addition, most of the respondents have a college degree (97 people or 78%) with people who work as employees or entrepreneurs. The 43 respondents, who make up the majority, earn between Rp 51,000,000 and Rp 150,000,000 annually. The majority of respondents have made purchases of The Body Shop products at least once in the last 6 months (88 people or 70%). Most of the respondents (71%) knew that The Body Shop is implementing sustainability or green marketing.

##### *Validity and Reliability Test*

The validity test of whether the questionnaire is valid or not is obtained from the comparison of r-count with r-table. The test uses a significance level ( $\alpha$ ) = 5%. The statement item is said to be valid if  $r\text{-count} \geq r\text{-table}$ . If  $r\text{-count} > r\text{-table}$  (0.361) then it is said to be valid, while if  $r\text{-count} < r\text{-table}$  (0.361) then it is said to be invalid. The r-count was obtained from the number of questionnaires (n=30) in the pre-survey period. Therefore, the r-table of this number is 0.361. As for the reliability test, the variable is said to be reliable if  $\alpha \geq 0.60$ . The results of the validity and reliability test can be seen in Table 2.

##### *Simple Linear Regression*

**Table 3. Simple Linear Regression Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.599	1.307		1.988	.049
SUSTAINABILITY MARKETING MIX	.203	.025	.594	8.123	.000

a. Dependent Variable: PURCHASE DECISION

Based on the data analysis summarized in the above Table 3, the simple linear regression equation in this study is as follows:

$$Y = 2.599 + 0.203X$$

The value of the regression constant is 0.290, meaning that if the sustainability of the marketing mix (X) = 0 then the purchasing decision is 2.599. The X regression coefficient for the sustainability marketing mix variable is positive 0.203 meaning that the influence of the sustainability marketing mix variable is in the same direction as the increase in purchase decision. This shows that the sustainability marketing mix variable has a positive influence in increasing purchase decisions.

*t-Test*

The t-test was conducted to determine the significant effect of each independent variable on the dependent variable. In Table 4 below, the calculated t count for sustainability marketing mix variable (8.123) is greater than the t table value (1.97). Thus, sustainability marketing mix partially has a positive and significant effect on purchase decisions.

**Table 4. t-Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.599	1.307		1.988	.049
SUSTAINABILITY MARKETING MIX	.203	.025	.594	8.123	.000

a. Dependent Variable: PURCHASE DECISION

**Table 2. Validity and Reliability Test Result**

Variable	Indicators	Validity		Reliability	
		Pearson Product Moment (r)	Result	Cronbach's Alpha	Result
Sustainability Marketing Mix	X1	0.620	Valid	0.946	Reliable
	X2	0.477			
	X3	0.547			
	X4	0.490			
	X5	0.515			
	X6	0.823			
	X7	0.787			
	X8	0.600			
	X9	0.384			



	X10	0.888			
	X11	0.835			
	X12	0.767			
	X13	0.787			
	X14	0.669			
	X15	0.870			
	X16	0.790			
Consumer's Green Attitude	M1	0.766	Valid	0.827	Reliable
	M2	0.649			
	M3	0.668			
	M4	0.666			
Purchase Decision	Y1	0.646	Valid	0.724	Reliable
	Y2	0.599			
	Y3	0.443			
	Y4	0.632			

*f-Test*

**Table 5. f-Test Result**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	405.021	1	405.021	65.989	.000 <sup>b</sup>
Residual	742.660	121	6.138		
Total	1147.681	122			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), SUSTAINABILITY MARKETING MIX

In the above Table 5 shows f count (65.989) is more than f table (3.92) at 0.05 probability with a numerator degree of 1 and a denominator degree of 123, and a significance of 0.000 or less than 0.05 means that the sustainability marketing mix variable together has a positive and significant effect on the purchase decision variable. This also shows that simultaneously the sustainability marketing mix can increase the purchase decision positively.

*Coefficient of Determination Test*

**Table 6. Coefficient of Determination Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 <sup>a</sup>	.353	.348	2.47743589

a. Predictors: (Constant), SUSTAINABILITY MARKETING MIX

According to Table 6 above, the adjusted R Square value is 0.353, which indicates that the sustainability marketing mix can only account for 35.3% of the purchase decision's explanations, with the remaining 64.7% being provided by other independent variables that were not considered.

*Moderated Regression Analysis (MRA)*

Based on the moderated regression analysis summarized in the following Table 7, it can be said that consumer's green attitude moderating the relationship between sustainability marketing mix and purchase decision as there is an increasing R-square value from the simple linear regression (35.3%) to the moderated regression analysis (42.3%). Furthermore, considering the consumer's green attitude as a moderating variable, the results of the moderated regression analysis found that the interaction value between the sustainability marketing mix and the consumer's green attitude ( $X*M=0.023$ ) was positive, which means that the moderation of the consumer's green attitude produces a positive influence on the pattern of the relationship between the sustainability of the marketing mix and the purchase decision. The Sig.t value for this moderation pattern is 0.007 or less than 0.05; so that it is stated that the moderating effect of consumer's green attitude on the relationship between the sustainability of the marketing mix and the purchase decision is significant.

**Table 7. Moderated Regression Analysis Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	17.010	5.987		2.841	.005
SUSTAINABILITY MARKETING MIX	-.155	.121	-.456	-1.285	.201

CONSUMER'S GREEN ATTITUDE		-.913	.439	-.764	-.2080	.040
SUSTAINABILITY MARKETING MIX* CONSUMER'S GREEN ATTITUDE		.023	.009	1.677	2.726	.007
R	=	.650 <sup>a</sup>				
R-Square	=	.423				
Adjusted R-Square	=	.408				

a. Dependent Variable: PURCHASE DECISION

### 3.2. Discussion

According to the findings, the sustainability marketing mix has positive and significant impact on consumers' purchase decisions. The majority of respondents, who are female and have an average age between 20 and 29 years old, are willing to spend money on environmentally friendly products. Additionally, even though they had only made at least one purchase of a product in the previous six months, most respondents said they would be prepared to buy environmentally friendly products related to environmental protection efforts.

The results of this study are similar to the research of Fatimah & Setiawardani (2019) where there are positive and significant results on purchasing decisions caused by the sustainability of the marketing mix. In line with this, the results of research from Riswati et al. (2015), marketing mix significantly influence purchase decisions. Mamahit (2015) states that green product influences positive on purchasing decisions, green price no influence on purchasing decisions, green promotion influences positive on purchasing decisions and green place influences positive on purchasing decisions. Green marketing mix significantly affects consumers' purchase decisions (Anjani & Perdhana, 2021).

Based on the results of descriptive analysis in this study, the sustainability marketing mix indicator that has the largest value are indicator number 3, 4, 9, and 10. On the basis of product and location aspects, this explains why respondents in this survey preferred environmentally friendly products because they are created from safe materials and their packaging can be recycled. Additionally, respondents pick this environmentally friendly product since it is always available, and the store is easy to reach for them to go to. These findings demonstrate that consumers who select and utilize environmentally friendly products focus on the advantages of the green product and its accessibility.

On the other hand, the smallest values are indicator number 7, 14, 5, and 8. Where these indicators are in the variable of green price and green promotion. This shows that while there is a price difference between green products and conventional items, the price supplied by this green product to respondents is a major factor in their decision to purchase the product. In addition to the promotion dimension, respondents are less concerned with the environmentally friendly promotions run by this green product and are more inclined to purchase it due to its benefits for themselves as opposed to the environmental benefits it offers.

This is consistent with the descriptive analysis of the purchasing decision variable, which shows that respondents prefer to use environmentally friendly products that are less expensive even when they offer environmental benefits. Because of the advantages of this green product for themselves, survey participants also wished to suggest it to friends, family, and coworkers. Many respondents concurred that when customers are considering a purchase, they still consider product safety and the ecosystem's balance. When consumers are conscious of the harm that unsustainable consumption causes to the environment, they change their behavior by adopting environmentally friendly habits. Thus, by encouraging them to be socially responsible for the environment, consumers' green attitudes might affect their decision to make environmentally friendly purchases.

There is a positive and significant effect on the relationship pattern between the sustainability marketing mix and purchasing decisions by including customer green attitude as a moderating variable. This outcome is related to most respondents' beliefs that they would agree to buy environmentally friendly products that were regarded as non-toxic and their willingness to purchase green goods made using environmentally friendly raw ingredients and production techniques. Hence, the results of this study suggest that consumers are influenced by green marketing components, which raise their level of environmental awareness and boost their willingness to purchase green products.

#### **4. Conclusion**

Based on the results shown, there are several conclusions that can be stated. First, sustainability marketing mix, which consists of green product, green price, green place or distribution, and green promotion, has positive and significant influence to purchase decisions. The results of this study suggest that consumers are influenced by green marketing components, which raise their level of environmental awareness and boost their willingness to purchase green goods. Secondly, the consumer's green attitude as a moderating variable is positive and significant to the relationship between sustainability marketing mix and purchase decision. This is also reinforced by consumers' green attitude which strengthens the influence of sustainability marketing mix on purchase decision where consumers tend to be willing to pay more for a product when the product has a green aspect, and they tend to recommend the product to relatives or other people. On the other side, it was shown that the sustainability marketing mix had a positive impact on consumers' purchase decisions. Consumers' attitudes toward green products may be explained by their real concern for the environment, which is relevant to the green market. Even while consumers may care about the environment, they are unable to alter their views toward environmental behavior due to a lack of green marketing.

The findings of this study should enlighten businesses about the green marketing strategy that has been incorporated into every consumer decision-making process. The Body Shop must instill trust in customers by letting them know which goods are appropriate for their circumstances or difficulties to help them decide what to buy. Customers will feel satisfied as a result and even intend to re-purchase the product that has been purchased.

However, the 4Ps study's future scope could include additional and diverse measurements, such as the 7Ps (product, price, location, promotion, packaging, positioning, and people) of Indonesia's sustainability marketing mix. As the sustainability marketing mix has a substantial impact on consumer purchase decisions and is supported consumer's green attitude,

consumer characteristics are one of the recommendations for further studies in green products. Moreover, the focus of the current study was Indonesia, a rising economy. Future studies can now use this conceptual paradigm in other developing nations, different geographical regions, and cross-cultural contexts. Demand volatility, unpredictability in sustainable practices, complexity in sustainable development, and ambiguity regarding the environmental impact of the green product all play a role in consumer decision to buy environmentally friendly products. Future researchers must therefore investigate the effect of sustainability marketing strategy in the VUCA scenario.

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