Organic Products: Buying and Selling Challenges from Consumer and Entrepreneur Viewpoints

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Abstract

The organic products market has seen significant growth due to increasing consumer awareness about environmental sustainability and health benefits. However, both consumers and entrepreneurs face distinct challenges in the buying and selling of organic products. This study explores these challenges from the perspectives of both consumers and entrepreneurs, focusing on key factors such as environmental knowledge, consumer attitudes, perceived behavioral control, and willingness to purchase. The research aims to investigate how environmental knowledge influences consumer attitudes towards organic products and how these attitudes correlate with the willingness to purchase. It further examines the role of perceived behavioral control in shaping consumer decisions and assesses the moderating effects of consumer attitudes and perceived behavioral control on each other. Using Structural Equation Modeling (SEM) and multiple regression analysis, the study tests hypotheses related to the significant relationships between environmental knowledge, consumer attitudes, perceived behavioral control, and purchase intentions. Results reveal that environmental knowledge positively impacts consumer attitudes towards organic products, which in turn affects the willingness to purchase. Perceived behavioral control is also found to significantly influence purchase decisions and moderates the relationship between consumer attitudes and purchase willingness. The findings highlight the complexities faced by consumers in making informed decisions about organic products and the challenges entrepreneurs encounter in marketing these products effectively. Understanding these dynamics is crucial for developing strategies that address consumer concerns and enhance market opportunities for organic products. The study provides actionable insights for both policymakers and businesses to improve consumer engagement and foster a more sustainable organic product market.

Keywords: Organic Products, Consumer Attitudes, Environmental Knowledge, Perceived Behavioral Control, Willingness to Purchase, Buying Challenges, Selling Challenges, Structural Equation Modeling (SEM), Market Dynamics, Sustainable Products

Introduction:

The organic products market has witnessed significant expansion in recent years, driven by a heightened consumer focus on health and environmental sustainability. This shift is fueled by increasing awareness about the potential risks associated with conventional agricultural practices, including the use of synthetic pesticides, genetically modified organisms, and artificial additives. Organic products, which adhere to stringent standards and avoid these synthetic inputs, are perceived as healthier and more environmentally friendly alternatives. As consumers become more informed and conscientious about their purchasing decisions, the demand for organic products continues to rise. However, the growth of this market brings to light a range of challenges for both consumers and entrepreneurs that are crucial to address.
From the consumer's viewpoint, several factors influence the decision to purchase organic products, including environmental knowledge, attitudes towards sustainability, and perceived behavioral control. Environmental knowledge encompasses an understanding of how organic farming practices contribute to environmental protection and personal health. Consumers who possess a higher level of environmental awareness are generally more inclined to support and purchase organic products. However, the willingness to buy organic products is also influenced by attitudes towards sustainability and perceived behavioral control. Attitudes towards organic products are shaped by individuals' beliefs and values regarding environmental stewardship and health. On the other hand, perceived behavioral control refers to the ease or difficulty consumers feel in making sustainable choices, which can be influenced by factors such as product availability, cost, and accessibility. These factors collectively determine consumer behavior in the organic products market.

Entrepreneurs in the organic sector face a distinct set of challenges and opportunities. The market demands effective strategies to address consumer concerns, highlight the benefits of organic products, and differentiate them from conventional alternatives. Entrepreneurs must also navigate complex regulatory landscapes and manage supply chains to ensure the consistent quality and availability of organic products. Additionally, balancing the higher costs associated with organic production with competitive pricing is a critical challenge. Effective marketing and education strategies are essential for overcoming these barriers and fostering consumer trust and engagement.

This study aims to explore the dynamics of the organic products market by investigating how environmental knowledge impacts consumer attitudes, the correlation between consumer attitudes and willingness to purchase, and the relationship between perceived behavioral control and purchasing behavior. By analyzing these factors, the research seeks to provide insights that will help address the challenges faced by both consumers and entrepreneurs. Understanding these dynamics is essential for developing strategies to promote organic products, enhance consumer engagement, and support the growth of a sustainable and successful organic market.

Objective of the Research Study:

RO1: Investigate how environmental knowledge influences consumer attitudes towards organic products.
RO2: Explore the correlation between consumer attitudes towards organic products and their willingness to purchase.
RO3: Examine the relationship between environmental knowledge and perceived behavioral control regarding organic products.
RO4: Assess the connection between perceived behavioral control and consumers' willingness to purchase organic products.
RO5: Determine the moderated relationship between consumer attitudes towards organic products and their perceived behavioral control.
RO6: Investigate how perceived behavioral control towards organic products moderates consumer attitudes.

Hypothesis of the Research Study:

Ha1: There exists a significant relationship between environmental knowledge and consumer attitude towards organic products.
Ha2: There exists a significant relationship between consumer attitude towards organic products and willingness to purchase organic products.
Ha3: There exists a significant relationship between environmental knowledge and perceived behavioral control regarding organic products.
Ha4: There exists a significant relationship between perceived behavioral control and willingness to purchase organic products.
Ha5: Consumer attitude towards organic products moderates the perceived behavioral control.
Ha6: Perceived behavioral control towards organic products moderates consumer attitude.

Sample design:

A sample design serves as the foundational structure for selecting a research sample and significantly influences various aspects of a survey. For the research study titled "Organic Products: Buying and Selling Challenges from Consumer and Entrepreneur Viewpoints," a well-defined sample design was employed to gather meaningful data from a diverse range of participants.
To analyze the challenges associated with buying and selling organic products, we selected prominent stores specializing in organic products across the Delhi/NCR region. This approach was chosen to ensure comprehensive coverage of consumer experiences and entrepreneurial perspectives.

Sample Size:

This research focuses on understanding the challenges related to buying and selling organic products from both consumer and entrepreneur viewpoints. A total of 586 consumers were surveyed to explore their perceptions and behaviors concerning organic products.

Composition of the Sample:

The sample was drawn from 15 stores specializing in organic products across various locations within the Delhi/NCR region. The distribution of consumers across these stores is as follows:

S.No	Name of Store	Location	Number of Consumers
1	Organic Mart	Gurgaon	18
2	Green World	Noida	58
3	Pure Organic	Delhi	46
4	Eco Store	Gurgaon	26
5	Nature’s Basket	Noida	58
6	Green Earth	Ghaziabad	41
7	Organic Hub	Delhi	26
8	Fresh Organics	Faridabad	36
9	Earth’s Best	Faridabad	35
10	Pure Nature	Noida	45
11	Eco-Friendly Goods	Delhi	26
12	Organic Essentials	Noida	56
13	Earth’s Pantry	Ghaziabad	44
14	Green Living	Gurgaon	26
15	Natural Choice	Noida	45

Total Consumers by Location

Delhi: 98 consumers
Noida: 206 consumers
Ghaziabad: 85 consumers
Faridabad: 71 consumers
Gurgaon: 70 consumers

Data Collection Method:

For the study titled "Organic Products: Buying and Selling Challenges from Consumer and Entrepreneur Viewpoints," a structured survey was employed as the primary data collection method. Surveys are an effective research tool that involves a set of questions or prompts designed to collect data from respondents. This method allows for the collection of both quantitative and qualitative data, providing a comprehensive understanding of the research topic.

The survey used in this study was designed to capture a wide range of information relevant to the challenges faced by consumers and entrepreneurs in the organic products market. It consisted of five distinct sections, each targeting a specific aspect of the research objectives. The sections of the questionnaire were as follows:

1. **Questionnaire Part (A): Demographic Characteristics**
   This section gathered basic demographic information from respondents, including age, gender, education level, and income. Understanding the demographic profile of respondents helps contextualize the findings and ensures that the sample is representative of the target population.
2. **Questionnaire Part (B): Environmental Knowledge**
   This part assessed the respondents' knowledge about environmental issues related to organic products. It aimed to gauge their awareness and understanding of how environmental factors influence their purchasing decisions and perceptions of organic products.
3. **Questionnaire Part (C): Consumer Attitude**
   This section focused on capturing respondents' attitudes towards organic products. It explored their beliefs, preferences, and overall disposition towards purchasing and using organic products.
4. **Questionnaire Part (D): Willingness to Purchase**
   This part measured the respondents' willingness to purchase organic products. It examined factors influencing their buying decisions and their readiness to invest in organic options.
5. **Questionnaire Part (E): Perceived Behavioral Control**
   This section evaluated the respondents' perceptions of their control over purchasing organic products. It assessed factors that might influence their ability to buy organic products, such as accessibility, cost, and availability.
   By structuring the survey into these five parts, the research aimed to collect detailed and relevant information that addresses the key research objectives. This approach ensured that both quantitative and qualitative aspects of consumer and entrepreneurial challenges in the organic products market were thoroughly explored.

Reliability and Validity of the Research:

For the study titled "Organic Products: Buying and Selling Challenges from Consumer and Entrepreneur Viewpoints," ensuring the reliability and validity of the research instruments was crucial for obtaining accurate and meaningful results.

Reliability:

Reliability refers to the consistency of a measurement instrument. In this study, the reliability of the constructs was assessed using Cronbach's alpha, a commonly used statistic for evaluating internal consistency. Cronbach's alpha measures how closely related a set of items are as a group, which reflects the scale's reliability.

For this research, the Cronbach's alpha value was found to be 0.717, which is considered acceptable and indicates a good level of internal consistency among the items in the questionnaire. This value falls within the acceptable range for reliability, ensuring that the questionnaire is a dependable tool for data collection.

Validity:

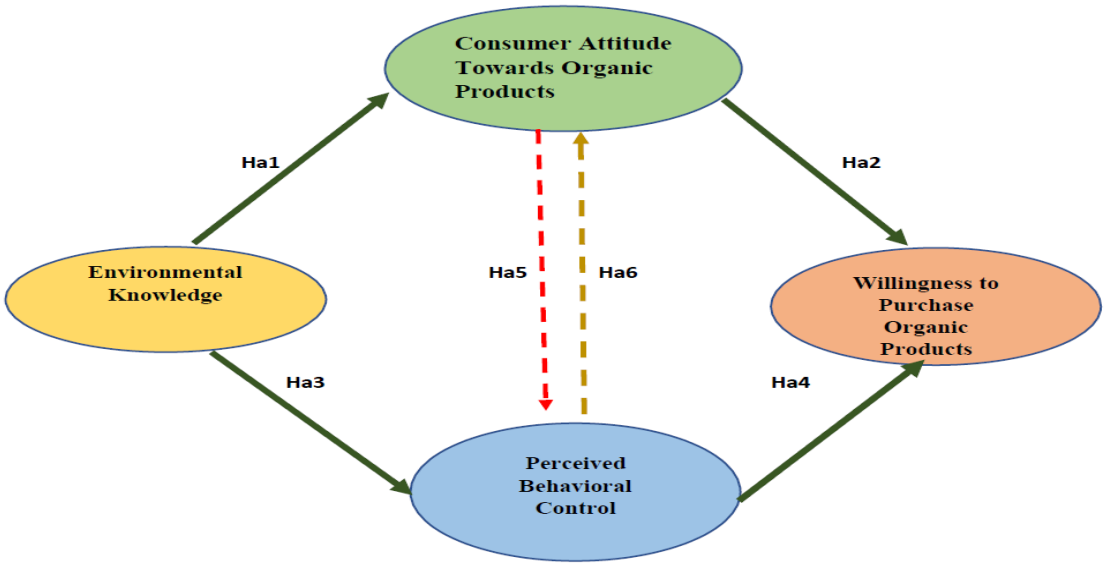
Validity refers to the extent to which a measurement instrument accurately captures what it is intended to measure. It is crucial for ensuring that the results of the research are meaningful and reflective of the true characteristics being studied.

In this research, content validity was a primary focus. Content validity assesses whether the measurement instrument covers the full range of the construct being studied. To ensure content validity, the questionnaire was reviewed by three experts in the field. These experts provided feedback on the relevance and comprehensiveness of the questions.

Based on the feedback from the experts, necessary revisions were made to the questionnaire to enhance its content validity. This process ensured that the instrument accurately reflects the constructs of interest and minimizes potential systematic or random errors.

Overall, the reliability and validity assessments confirm that the questionnaire used in this study is both consistent and accurate, providing a solid foundation for analyzing the challenges faced by consumers and entrepreneurs in the organic products market.

Conceptual framework:



Model Testing:

To analyze the hypotheses outlined in this study, we employed Structural Equation Modeling (SEM) to assess the proposed relationships among the variables. SEM is a comprehensive statistical technique that allows for the examination of complex relationships between observed and latent variables. In this study, both Confirmatory Factor Analysis (CFA) and Exploratory Factor Analysis (EFA) were utilized to ensure the robustness of the measurement model.

Hypotheses Testing:

Ha1: There is a significant relationship between environmental knowledge and consumer attitude towards organic products.

Ha2: There is a significant relationship between consumer attitude towards organic products and willingness to purchase organic products.

Ha3: There is a significant relationship between environmental knowledge and perceived behavioral control regarding organic products.

Ha4: There is a significant relationship between perceived behavioral control and willingness to purchase organic products.

Ha5: Consumer attitude towards organic products moderates the perceived behavioral control.

Ha6: Perceived behavioral control towards organic products moderates consumer attitude.

Confirmatory and Exploratory Factor Analysis:

To confirm the validity and reliability of the constructs, Confirmatory Factor Analysis (CFA) and Exploratory Factor Analysis (EFA) were conducted. CFA is used to verify whether the measures of a construct align with the researcher's theoretical understanding of that construct. EFA, on the other hand, helps in identifying the underlying relationships between variables without preconceived notions about the structure. In this study, CFA and EFA were performed using SPSS Version 23 to evaluate the validity and reliability of the constructs. Constructs that demonstrated strong validity and reliability were retained for further analysis, as supported by Hair et al. (2010).

Path Analysis:

Path analysis was employed to test the hypothesized relationships among the variables. This analysis was conducted using covariance-based Structural Equation Modeling (SEM). SEM, analyzed through Analysis of Moment Structures (AMOS) Version 23, allowed for the examination of causal relationships among the variables.

Moderation Effects:

The study also explored moderation effects, specifically:

- The moderating effect of consumer attitude towards organic products on perceived behavioral control.
- The moderating effect of perceived behavioral control on consumer attitude towards organic products.

These moderation effects were assessed to understand how consumer attitudes and perceived behavioral control influence each other within the context of organic products.

Overall, the application of SEM, CFA, and EFA provided a comprehensive approach to validating the measurement model and testing the proposed hypotheses, ensuring a rigorous analysis of the challenges faced by consumers and entrepreneurs in the organic products market.

Exploratory Factor Analysis (EFA):

Exploratory Factor Analysis (EFA) is a critical statistical technique used to reveal the underlying structure within a large set of variables. The primary aim of EFA is to identify latent constructs that explain the correlations among observed variables, helping researchers to understand the complex relationships within their data. This technique is particularly useful when developing scales to measure specific research topics, as it aids in the identification of a smaller number of factors that account for the variance observed in a larger set of measured variables.

Data Suitability for EFA:

Before conducting EFA, it is essential to assess the suitability of the data for factor analysis. This assessment is typically carried out using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity:

- **Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy:** The KMO value is a measure of sampling adequacy, which ranges from 0.5 to 1.0, with higher values indicating better suitability for factor analysis. In this study, the KMO value was found to be 0.913,

which falls well within the acceptable range (Heir et al., 2009; Faiser, 1984). This indicates that the sample size is adequate and that the data is suitable for conducting EFA.

- **Bartlett's Test of Sphericity:** This test assesses whether there are sufficient correlations among the variables to proceed with factor analysis. A statistically significant result ($p < 0.001$) indicates that the variables are correlated enough to justify EFA. The test result in this study was significant with an approximate chi-square value of 13,560.114 ($df = 702$, $p < 0.000$), confirming that the data is appropriate for factor analysis.

KMO and Bartlett's Test		
Cronbach ‘s Alpha		0.897
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.913
Bartlett's Test of Sphericity	**Approx. Chi-Square**	13560.114
	df	702
	Sig.	0.000

Reliability of the Constructs:

Reliability is another crucial aspect of factor analysis, which is measured using Cronbach’s Alpha. This statistic evaluates the internal consistency of the scale, indicating how reliably the items measure the underlying construct.

- **Cronbach’s Alpha:** In this study, the Cronbach’s Alpha value for all 586 items was 0.897. This high value demonstrates excellent internal consistency and reliability of the measurement instrument, as values above 0.7 are generally considered acceptable (Hair et al., 2015).

Overall, the results from the KMO and Bartlett's test, along with the Cronbach's Alpha value, support the robustness of the factor analysis conducted. The findings confirm that the data is suitable for EFA and that the constructs measured are reliable, thereby ensuring the validity and reliability of the exploratory analysis.

Construct Loadings:

Construct	**Item**	**Loading**
Consumer Attitude towards Organic Products	CA1	0.806
	CA2	0.843
	CA3	0.842
Willingness to Purchase Organic Products	WP1	0.716
	WP2	0.871
	WP3	0.875

Construct	Item	Loading
Environmental Knowledge of Consumer	EK1	0.880
	EK2	0.875
	EK3	0.801
Perceived Behavioral Control	PBC1	0.869
	PBC2	0.901
	PBC3	0.854

Confirmatory Factor Analysis (CFA):

Confirmatory Factor Analysis (CFA) is a specialized statistical method used to test whether the data fits a hypothesized factor structure, which is based on theoretical expectations or prior empirical research (Schreiber, Stage, & King, 2006). CFA helps in validating the proposed measurement model by evaluating the relationships between observed variables and their underlying latent constructs (Suhr, 2006). Unlike Exploratory Factor Analysis (EFA), which identifies potential factor structures without predefined hypotheses, CFA requires that researchers specify the factor structure in advance.

Purpose and Process of CFA:

1. **Model Specification:** In CFA, researchers begin by defining a theoretical model that specifies which observed variables are associated with which latent factors. This model is based on theoretical frameworks or previous research findings. The goal is to test whether the observed data align with these predefined relationships (Brown, 2006).

2. **Hypothesis Testing:** CFA is used to test the validity of the hypothesized relationships between observed variables and their latent constructs. This process involves evaluating how well the data fits the proposed model and whether the relationships between factors are statistically significant (Jonathan, 2011).

Application to Organic Products Study:

In the context of the study on organic products, CFA is applied to verify the conceptual model related to buying and selling challenges from both consumer and entrepreneur perspectives. The model includes:

- **Independent Variables:** Environmental knowledge, consumer attitude, perceived behavioral control, and willingness to purchase are considered as latent constructs.

- **Dependent Variable:** The willingness to purchase organic products is the primary outcome variable.

The study's objectives are to:

1. **Assess Relationships:** Determine how environmental knowledge, consumer attitude, and perceived behavioral control impact the willingness to purchase organic products.

2. **Examine Moderating Effects:** Investigate whether consumer attitude towards organic products moderates the perceived behavioral control and whether perceived behavioral control moderates consumer attitude towards organic products.

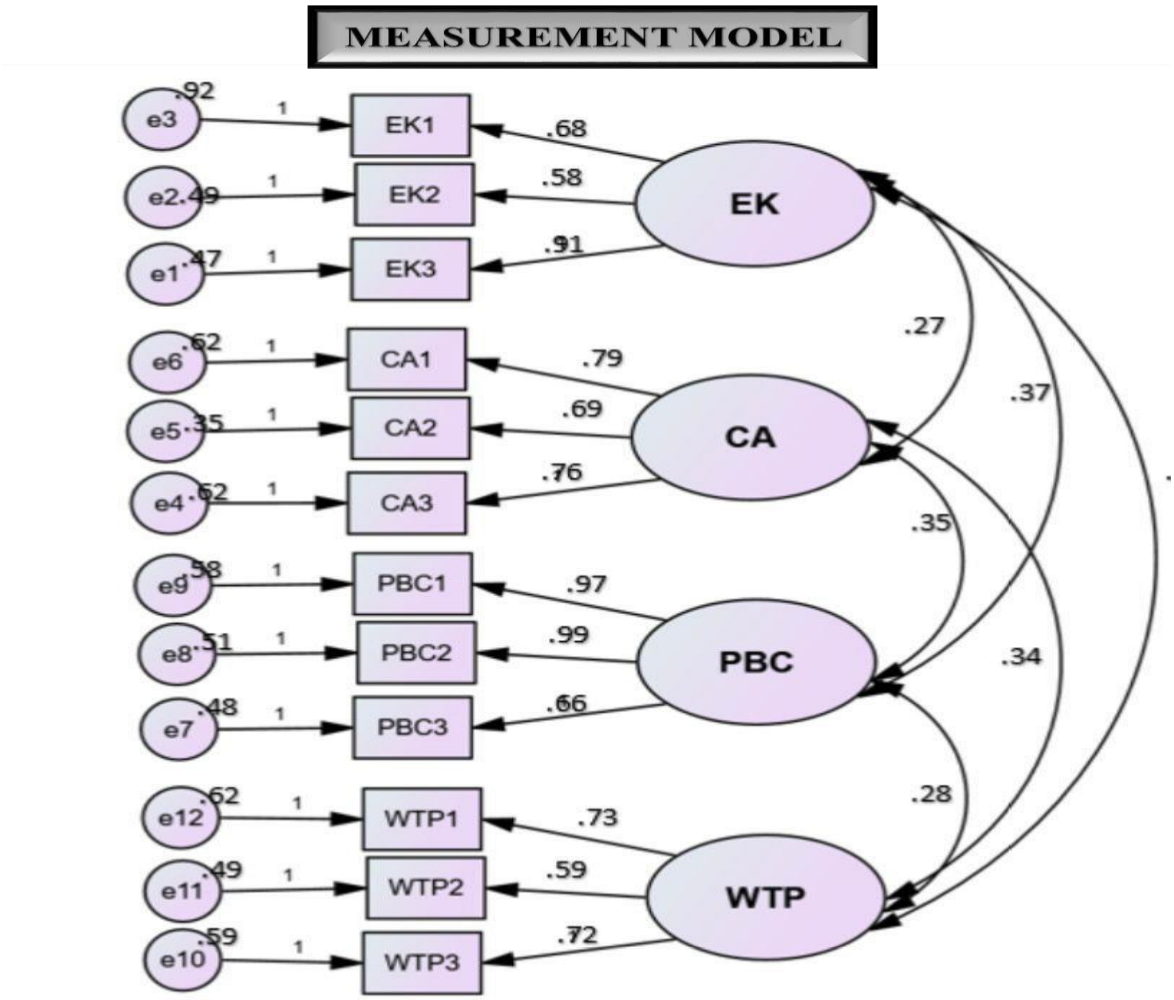
   By employing CFA, the study aims to confirm that the proposed factor structure, which reflects the relationships between the latent variables, is consistent with the data. This ensures that the measurement model accurately represents the theoretical constructs and provides robust insights into the challenges faced by consumers and entrepreneurs in the organic products market.

MODEL FIT STATISTICS FOR MEASUREMENT MODEL

Fit statistic	**Acceptable limits**	**Obtained**	**Remark**
CMIN/df	< 3 Good;<5 acceptable	2.106	Acceptable
GFI	>.95 great ; >.090traditional	0.992	Great
CFI	>.95 great ; >.090traditional	0.995	Great
NFI	>.95 great ; >.090traditional	0.984	Great
AGFI	>.95 great ; >.090traditional	0.978	Great
RMSEA	<.05 Good; .05-.10 moderate	0.024	Good

From the above table, it can be noticed that obtained values of different indices for overall model fit of measurement model are satisfactory. Various parameters like Chi-square, GFI, CFI, NFI, AGFI and RMSEA were used for fit indices. In this way, goodness-of-fit insights confirm that the changed estimation appears satisfactory fit with the information, which shows no advance adjustment are needed within the model. Hence, the uni-dimensionality of the model is confirmed (Hair et al., 2013). To estimate the degree of effectiveness with which manifest variables represent the latent constructs and how all constructs relate with each other, a measurement model for different parameters used in the study has been conceptualized and tested for its fit.

CONSTRUCT VALIDITY & RELIABLITY



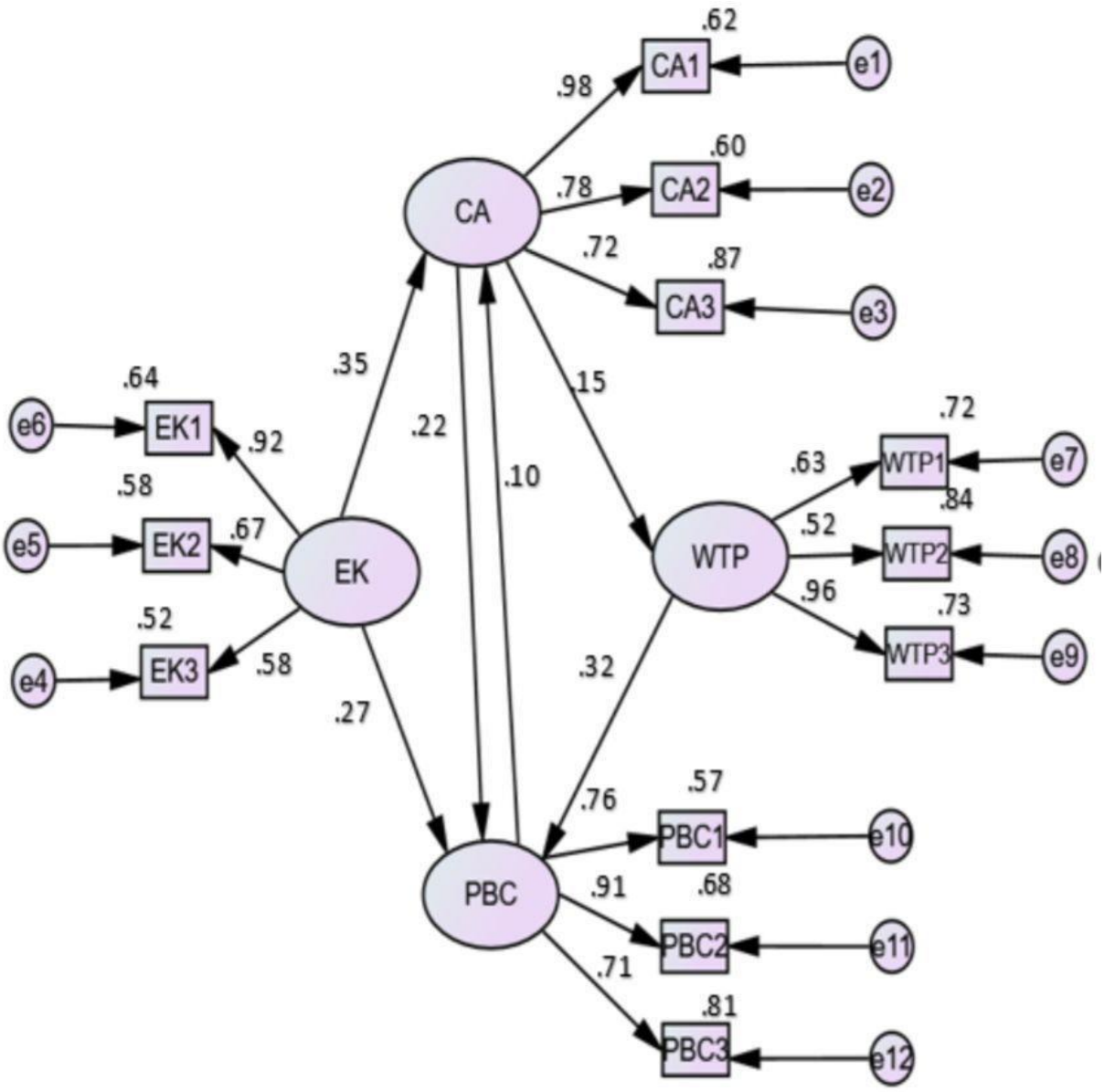
	Cronbach Alpha	CR	AVE	MSV
EK	0.892	.751	.527	.156
CA	0.912	.950	.831	.125
WTP	0.895	.741	.548	.134
PBC	0.896	.755	.524	.134

Thus, the validity and reliability of the measurement model were established. After accessing the validity and reliability, structural model and hypothesis testing were accessed.

MODEL FIT STATISTICS FOR STRUCTURAL MODEL

Fit statistic	Acceptable limits	Obtained	Remark
CMIN/df	< 3 Good;<5 acceptable	2.106	Acceptable
GFI	>.95 great; >.090 traditional	0.992	Great
CFI	>.95 great; >.090 traditional	0.995	Great
NFI	>.95 great; >.090 traditional	0.984	Great
AGFI	>.95 great; >.090 traditional	0.978	Great
RMSEA	<.05 Good; .05-.10 moderate	0.024	Good

Fig: STRUCTURAL MODEL



Moderation effect:

MEDIATION MODEL -1

Path Coefficients:

Path	Predictor	Outcome	Coefficient	SE	t	p-value	LLCI	ULCI
Path A	Consumer attitude	Organic products	0.4142	0.0278	17.6744	0.000	0.4823	0.5328
Path B	Organic products	Perceived behavioral control	0.4387	0.0154	16.2950	0.000	0.1264	0.1662
Path C	Consumer attitude	Perceived behavioral control	0.1573	0.0235	9.4582	0.000	0.3454	0.5218
Path C’	Consumer attitude	Perceived behavioral control	0.3432	0.0324	13.7653	0.000	0.2354	0.2314

* The moderate relationship between consumer attitude towards energy efficient appliances and Behavioral Control

Results for Indirect Effect of Consumer Attitude on Perceived Behavioral Control for Organic Products

Effect	Boot SE	Boot LLCI	Boot ULCI
EEK	0.0612	0.0431	0.0912

MEDIATION MODEL -2

Path Coefficients

Path	Predictor	Outcome	Coefficient	SE	t	p-value	LLCI	ULCI
Path A	Perceived behavioral control	Organic products	0.4273	0.0244	17.5298	0.000	0.3795	0.5751
Path B	Organic products	Consumer attitude	0.2065	0.0177	11.6904	0.000	0.1719	0.2411
Path C	Consumer attitude	Perceived behavioral control	0.1573	0.0324	13.7653	0.000	0.3454	0.5218
Path C’	Consumer attitude	Perceived behavioral control	0.3259	0.0254	12.8100	0.000	0.2760	0.3758

* The moderate relationship between perceived Behavioral Control towards Organic Products and consumer attitude

Results for Indirect Effect of Consumer Attitude on Perceived Behavioral Control for Organic Products

Effect	Boot SE	Boot LLCI	Boot ULCI
EEK	0.0653	0.0471	0.0981

This table provides the results for the indirect effect of consumer attitude on perceived behavioral control specifically for organic products, including the bootstrapped standard error (Boot SE) and the confidence intervals (Boot LLCI and Boot ULCI).

Analysis of Hypotheses for Organic Products: Buying and Selling Challenges from Consumer and Entrepreneur Viewpoints

S.No	Objectives	Hypothesis	Analysis Tool	Result
1	RO1: Investigate how environmental knowledge influences consumer attitudes towards organic products.	Ha1: There exists a significant relationship between environmental knowledge and consumer attitude towards organic products.	SEM	Accepted
2	RO2: Explore the correlation between consumer attitudes towards organic products and their willingness to purchase.	Ha2: There exists a significant relationship between consumer attitude towards organic products and willingness to purchase organic products.	SEM	Accepted
3	RO3: Examine the relationship between environmental knowledge and perceived behavioral control regarding organic products.	Ha3: There exists a significant relationship between environmental knowledge and perceived behavioral control regarding organic products.	SEM	Accepted
4	RO4: Assess the connection between perceived behavioral control and consumers' willingness to purchase organic products.	Ha4: There exists a significant relationship between perceived behavioral control and willingness to purchase organic products.	SEM	Accepted
5	RO5: Determine the moderated relationship between consumer attitudes towards organic products and their perceived behavioral control.	Ha5: Consumer attitude towards organic products moderates the perceived behavioral control.	Multiple Regression	Accepted
6	RO6: Investigate how perceived behavioral control towards organic products moderates consumer attitudes.	Ha6: Perceived behavioral control towards organic products moderates consumer attitude.	Multiple Regression	Accepted

Note: All hypotheses were tested at a 5% level of significance and found significant (p-value < 0.05).

Conclusion:

The exploration of "Organic Products: Buying and Selling Challenges from Consumer and Entrepreneur Viewpoints" reveals critical insights into the dynamics shaping the organic product market. The study highlights the complex interplay between consumer preferences, market challenges, and entrepreneurial strategies. As organic products gain traction among health-conscious consumers, understanding the barriers and opportunities from both perspectives is crucial for advancing this sector.

From a consumer viewpoint, the study underscores the growing awareness and demand for organic products driven by concerns over health and environmental sustainability. Consumers are increasingly seeking transparency regarding product origins, certification standards, and the environmental impact of their purchases. Despite this rising interest, challenges such as higher costs, limited availability, and misinformation about the benefits of organic products persist. Addressing these issues requires targeted education and more accessible information to help consumers make informed choices.

Entrepreneurs in the organic product market face their own set of challenges. From navigating the complexities of certification processes to managing supply chain inefficiencies and scaling operations sustainably, the hurdles are significant. The study highlights the need for strategic innovations and robust business practices to overcome these barriers. Entrepreneurs must also engage in continuous dialogue with consumers to understand their evolving preferences and address their concerns effectively.

The research emphasizes that successful integration of organic products into the market requires a collaborative effort between consumers and entrepreneurs. Consumers need to be educated about the true benefits of organic products and the importance of supporting sustainable practices. Concurrently, entrepreneurs must innovate and streamline their operations to meet consumer demands and enhance market accessibility.

The study advocates for increased efforts in promoting the benefits of organic products, improving market accessibility, and addressing consumer concerns. By fostering a better understanding of the organic product landscape and overcoming existing challenges, stakeholders can contribute to a more sustainable and health-conscious market.

In conclusion, the insights gained from this research offer valuable guidance for both consumers and entrepreneurs. By addressing the challenges identified and leveraging opportunities for growth, the organic product market can achieve greater success and contribute to a healthier, more sustainable future.

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