
THE RELATIONSHIP BETWEEN TIME ORIENTATION AND CONSUMER INNOVATIVENESS: THE CASE OF TURKEY AND IRAN

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Abstract

The aim of this study is to investigate the relationship between consumers' time orientation (future, present, and past) and consumer innovativeness. Time orientation is a general orientation towards the present or the future. Consumer innovation is a personal profile which reflects tendency towards change. The sample comprised of 541 participants from Turkey (n=229) and Iran (n=312). The results suggest that future and past orientation were negatively related to consumers' innovativeness. The findings also indicate that in terms of present orientation, past orientation and consumer innovativeness, there is a significant difference among the countries. Moreover, the degrees of future orientation in Iran participants higher than Turkish participants while the degrees of past orientation, present orientation and consumer innovativeness in Turkish respondents higher than Iran. The research results can contribute to the marketing professionals for understanding consumer behaviors.

Keywords: Consumer Innovativeness, Time Orientation, Turkey, Iran

JEL Classification: M30, M31, L60

ZAMAN ORYANTASYONU İLE TÜKETİCİ YENİLİKÇİLİĞİ ARASINDAKİ İLİŞKİ: TÜRKİYE VE İRAN ÖRNEĞİ

Öz

Bu çalışmanın amacı tüketicilerin zaman oryantasyonu (geçmiş, şimdiki, gelecek) ile tüketici yenilikçiliği arasındaki ilişkiyi incelemektir. Zaman oryantasyonu, geçmiş, bugün ve geleceğe yönelik genel bir yönelimdir. Tüketici yenilikçiliği, değişime yönelik eğilimi yansıtan kişisel bir profildir. Türkiye (n=229) ve İran (n=312) 'dan toplamda 541 katılımcı çalışmanın örneklemini oluşturmaktadır. Araştırmanın sonuçlarına göre, tüketicilerin geçmiş ve gelecek oryantasyonu ile tüketici yenilikçiliği arasında negatif bir ilişki olduğu ortaya çıkmıştır. Ayrıca, iki ülke arasında geçmiş oryantasyon, şimdiki oryantasyon ve tüketici yenilikçiliği değişkenleri açısından aralarında anlamlı bir farklılık olduğu görülmüştür. Bununla birlikte, İranlı katılımcıların gelecek oryantasyonları Türk katılımcılarından yüksek iken; Türk katılımcıların geçmiş oryantasyon, şimdiki oryantasyon ve tüketici yenilikçiliği değişkenleri bakımından algı düzeyleri daha yüksek çıkmıştır. Araştırma sonuçlarının, pazarlama yöneticilerinin tüketici davranışlarını anlamalarına katkıda bulunması beklenmektedir.

Anahtar Kelimeler: Tüketici Yenilikçiliği, Zaman Oryantasyonu, Türkiye, İran

JEL Sınıflandırması: M30, M31, L60

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1. Introduction

New products play a vital role in profit making and providing the competitive advantage of companies accompanied by assisting the firms in strategic positioning (Vandecasteele, 2010). Also, innovative consumers are important parts for marketers. In addition, the income derived from the new products (accepted by the innovative consumers) is considered as indispensable for most of the firms (Coward et al., 2008). Considering the fact that almost 40 percent of the innovations have to do with the consumed and industrialized products and over 60 percent of the generated innovations have failed to develop in technologies, one can say that it is not feasible to offer new products in a facilitated way (Vandecasteele, 2010). Although most of these failures are known to be inappropriate, the fact lies in another domain. The goods rejected by the consumers in terms of the use are sometimes better than the existing products. Therefore, gaining knowledge into the consumer features can help the managers to offer their products successfully. The initial acceptors and brand testers play a great role in the life cycle of the new product. Sale of the prior buyers shows the positive liquidity which can compensate for the expenses of developing new product (Goldsmith and Flain, 1992). Hence, it is necessary to study the features and characteristics of innovative consumers in order to be successful in sale and distributing of new products. In this sense, achieving true understanding of consumer innovation is critical. Hart et al. (1997) state that consumer innovation is regarded as the personality feature which reflects the tendency to change (Park et al., 2010).

Reviewing the literature and pinpointing the drawbacks of the consumer innovation perspective as a unique feature in describing the innovative behavior of the consumer. Venkatraman and Priše (1990) indicate that the consumer is categorized by cognitive innovation though the use of which new experiments are pursued and motivate the problem solving status. In contrast, emotional innovation consumer seeks new motif to stimulate the feeling and involves himself or herself in internal activities and dreams, resulting in pleasure. Identifying potential differences in decision-making strategies of purchasing between these two types of innovative customers lay a great role in success of marketing strategies.

There are so many studies examining the consumer innovativeness. Koschate-Fischer et al. (2017) find that experiencing a life event leads to an increase in consumer innovativeness. Kim et al. (2017) revealed that consumer innovativeness has influence on sports fans' behavioral intention. Oh (2016) find that higher consumer innovativeness was correlated with significantly higher satisfaction, intent to use again, and intent to recommend. Hong et al. (2017) pointed out that consumer innovativeness was positively correlated to both hedonic value and utilitarian value. The results of Persaud et al. (2017) imply that individual innovativeness shape consumers' purchase decisions. Robinson and Leonhardt (2016) investigated that consumer innovativeness has a positive effect on consumer loyalty. The study of Rašković et al. (2016) show that the degree of consumer innovativeness in young-adult consumers is high while the degree of consumer ethnocentrism is low. Quoquab et al. (2016) reveal that consumer innovativeness does not have any direct effect on service loyalty.

Beek et al. (2017) define time orientation as "a general orientation towards the present or the future". Zimbardo and Boyd (1999) showed that time directedness (against the future, present, and/or past) influences actions, decisions, and judgments. Abu-Rahma (2017) confirm that time orientation influences strategic practices in an organization through its impact on a manager's visioning ability. Makri and Schlegelmilch (2017) examined the role of time orientation in predicting users' participation in social networking sites. Qian et al. (2014) investigated that future time orientation influences feedback seeking. Kaynak et al. (2011) examined advertising, attitudes of time toward different activities.

Therefore, there is a need to look consumer innovativeness and its relations on time orientation. Like us, Merchant et al. (2014) examine the relationship between consumer innovativeness and time orientation. This study helps bridge the literature gaps to examine these relations and

explore consumer innovativeness and time orientation in the Middle East culture. Therefore, in the context of a consumer-based strategy, this study is intended to make contributions to the literature on consumer innovativeness and time orientation. Also, understanding consumers' behaviors is an essential for industry in a rapidly changing and competitive environment. The research results can contribute to the marketing professionals for understanding consumer behaviors.

The paper begins by trying to understand consumer innovativeness, and then time orientation. Then the components of time orientation which can be listed as past orientation, present orientation, and future orientation are considered. We have also set up a model for relationship between the consumer innovativeness and time orientation. Initially, the concepts, perspectives and theoretical principles as well as the research hypotheses are formulated followed by the design of the study, instruments of data collection along with the determination of reliability and validity of the surveys. Finally, the study is finalized by the research findings and research suggestions.

2. Consumer Innovativeness

The term of innovation has to do with the interpersonal differences and categorization of the people response to the new stuff. The Dictionary of America Marketing Associations defines the innovation with regard to buyer which can be defined as individual tends to accept the risk of initial purchasing related to the innovation term. Innovation from the perspective of consumer behavior: Innovation is defined as a personal characteristic and has to do with demonstrating the extent to which a consumer accepts new products and services (Amirshahi et al., 2014).

According to Hussain et al. (2014), innovation is an internal personal characteristic which is formed by different factors such as social and economic components involving income and social development or personal profiles such as the cognitive and intellectual features. Innovation describes the response to new stuff and the difference of these responses are ordered in a way that it involves positive perspective and negative perspective (Foxall and Goldsmith, 2003). Eiksi (2008) views innovation as the tendency towards purchasing the new and distinguished products or it is the extent to which an individual adapts himself or herself sooner than the other consumers. In the context of marketing, innovation is regarded as a personal profile which leads him towards the accepting of products newly introduced in market regardless of the price and quality (Sreejesh, 2011). Therefore, one can explain that there is no consensus over the innovation; rather, the researchers believe that innovation is a behavior and some others emphasize it as personal characteristics of a person in a particular situation (Soltaninejad et al., 2014).

Consumer innovation results in new-seeking behavior as a power and it has attracted the attention of researchers. In general, consumer innovation is a concept which reflects the tendency of consumer towards purchasing new products (Roehrich, 2004). Soltaninejad et al., (2014) indicate in their study that consumer innovation is regarded as a personal profile which reflects tendency towards change. Aker (1990) considers the consumer innovation as the extent to which a person accepts the innovation sooner than the other population in the society. Hirschman (1980) defines the consumer innovation as the extent to which a person is determined by the curious behavior to gain knowledge on the new product and risk-taking level. This concept realizes that those people who enjoy the innovation are independent of society and believe the curiosity, risk-taking and independent judgement (Midley and Dawoling, 1978). Seeking for new stuff by the consumer lies in innovativeness of people. Innovative consumers tend to gain information on new and distinguished products (Sreejesh, 2011).

3. Time Orientation

Karande et al. (2011) proposed time orientation impacts consumer innovativeness. They investigated the relationship between consumer innovativeness and past, present, and future time directedness. Lewin (1951) defined time orientation as "the totality of the individuals' views of his psychological future and psychological past existing at a given point of time". Karande and Merchant (2012) indicate that there are three parts of consumer time orientations which can be listed

as past, present and future. Past oriented person refers to relying on past experience according to the planning and managing time. Present orientation with certain events, indicates occurring in the present, not relying on past experiences or concerns for the future. Finally, in the future orientation it is assumed that time is non-stop and continuous, and man always is a diversity seeking and type-oriented person.

3.1. Past Orientation

One can argue that the term past-orientation is concerned with the overall sensual-related perspective towards the past as indicated by a number of researchers (Karande et al., 2011). The overall tendency regarding the memorial of events occurred recently is also known as the past directedness. In addition, individuals falling into this category display longing for experiencing new events (Merchant et al. 2013).

3.2. Present Orientation

Drawing attention towards the current events and facilitating the way matters are concerned with respect to the expectation of future is taken into consideration as the present directedness (Harber et al., 2003; Karande et al., 2011). Moment is at the core of consideration for these types of individuals (Zimbardo et al., 1997). The overall concentration of these individuals is to maintain their present memories and not those pertinent to past or future and are reluctant to recall things other than the immediate events. What these individuals follow are seeking for momentary pleasure, immediate events and anticipation of immediate rewards and incentive-arising factors. In addition, one can mention the features of these individual a being less self-confident and more impulsive (Lennings and Burns, 1998).

3.3. Future Orientation

Proponents of future directedness tend to depend highly on the upcoming events and broaden their expectation to the future (Harber et al., 2003). Future is all these followers seek and see themselves dependent on future. In other words, future determines the expectation of these individuals and outcomes are said to be depend on future recognition (Kastenbaum, 1961; Strathman et al., 1994). They insist on enjoying the pleasure of future and do not hesitate for upcoming aspirations and willingness (Lennings and Burns, 1998). They set goals for their future and relate themselves properly and are hardly influenced by things that motivate them to be immediate gratification holders (Hodgins and Engel, 2002). Also, it is worth noting that followers of this type fail to be innovative as they are reluctant to experience new things.

4. Turkey and Iran

In previous studies, culture is very important to understand people's thoughts about time directedness. Like people tendencies, the cultures role can separate in order to time directedness, (Hofstede, 1991). People with very different time directedness behave differently in the market (Graham 1981). In individualist cultures, a person's identity is based on values such as autonomy, independence and uniqueness (Green et al. 2005). For example, a study (Hofstede, 1984) identifies that Japanese community is found to be more collectivistic than American community.

Turkey and Iran both have a very long history and the territory they are presiding over have been home to many culturally and ethnically distinct groups of people. Even though Iran and Turkey share important similarities, they also show dissimilarities which could contribute to different perceptions about time orientation and consumer innovativeness.

The meaning of long term orientation is having good relations with past and focusing to future with past. The score of Turkey is average. It is 46. That means Turkey's cultural background does not dominant in society. The score of Iran society is very low with a score of 14. It means that Iran has strong rules which is interested with cultural background. When these people think in daily life, they care so much what the reality is for society. Therefore, they are normative. Traditions are

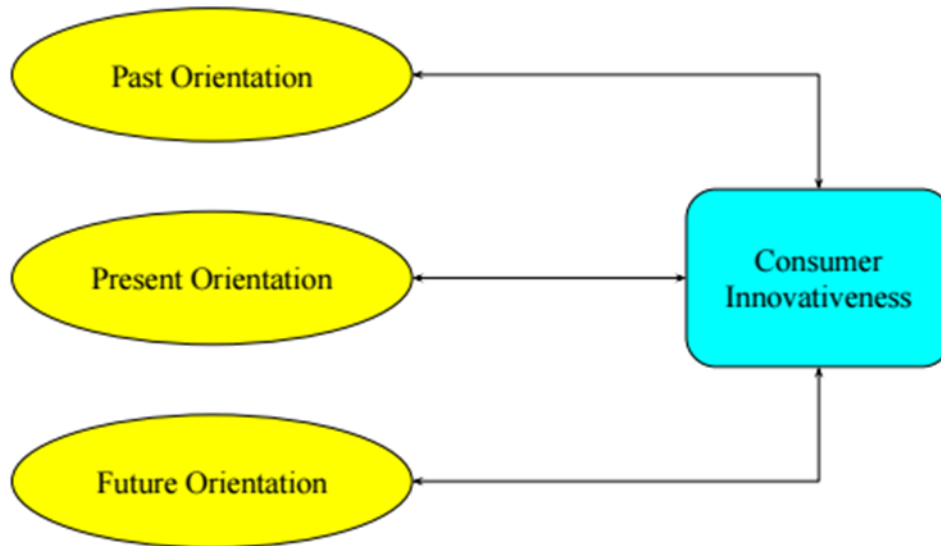
very important for them. They focus to success for some results in quickly without losing time. (Hofstede Center 2017a, "Long Term Orientation").

Individualism is the propensity of independence in a community. Turkey is collectivistic community with a score of 37. This means, people care what other thinks instead of what they think. People does not communicate in each other directly. They avoid to the conflicts. Time must be invested initially to establish a relationship of trust. Iran is collectivistic community with a score of 41. In collectivistic communities, people feel shame what they did in previous, the relationship between boss and employee are perceived in dependence on morality (like network of a family), finding job can be easily if you are right group in order to beliefs of some in-group, management did not equally distribute to society, only some of groups have a power on the management (Hofstede Center 2017b, "Individualism").

5. Research Model and Hypotheses

Our research model can be seen in Figure 1. The study of Merchant et al. (2014) was utilized for determining the research model.

Figure 1: Research Model



In the light of the literature, we propose the hypotheses following:

Hypothesis 1: There is a negative relationship between past orientation and consumer innovativeness.

Hypothesis 2: There is a positive relationship between present orientation and consumer innovativeness.

Hypothesis 3: There is a negative relationship between future orientation and consumer innovativeness.

Hypothesis 4: There is a significant difference between Turkey and Iran in order to perceptions of future orientations.

Hypothesis 5: There is a significant difference between Turkey and Iran in order to perceptions of present orientation.

Hypothesis 6: There is a significant difference between Turkey and Iran in order to perceptions of past orientation.

Hypothesis 7: There is a significant difference between Turkey and Iran in order to perceptions of consumer innovativeness.

6. Methodology

For testing the proposed hypotheses, a survey instrument is designed to measure the different constructs representing consumer innovativeness and time orientation. Time orientation is measured with the help of three dimensions: past, future and present orientation as prescribed by Zimbardo and Boyd (1999). The scales used are adopted for measuring future orientation (nine items), present orientation (seven items) and past orientation (five items). Consumer innovativeness is measured five items. The study of Baumgartner and Steenkamp (1996) used for the scale items.

Although the scale items are drawn from the previous literature, they are modified accordingly to serve the objectives of the current study. The items for consumer innovativeness, future orientation, present orientation and past orientation are measured on a five-point Likert scale (1= strongly disagree to 5= strongly agree). The survey additionally collected demographic information of gender, educational background, income and age from the respondents. The survey was first prepared in English and translated into Turkish and Persian by two professional native language speaker. The survey was then back translated from Turkish and Persian to English to ensure the clarity and consistency of the statements.

6.1. Sample and Data Collection

Convenience sampling method was used in this study. Data collected from Erzurum in Turkey and Urmia in Iran. The target population for the person administered survey was local people in these cities. Over a period of three weeks (May 1 to May 20, 2017), participants intercepted at the Atatürk University, Urmia University and other places in cities. Concluding this study with university students give us to beneficial information for understanding young consumers. About 400 questionnaires were distributed each city and totally 595 completed questionnaires were received. After the validation and cleaning of data by removal of missing entries, a total of 541 respondent data points is available for carrying out further analysis. Of these, 229 are from Turkey and 312 from Iran. The sample profile is reported in Table 1. In Turkey and Iran, the mean age of the respondents was respectively about 23 and 24 years. The level of education was recorded as high school and below, undergraduate, and postgraduate studies; 74 percent of the respondents were educated to undergraduate level. The income level was classified into four groups (below 1000 Turkish Liras (TL), 1001-2500, 2501-4001, and above 4001); nearly 65 percent of the respondents were in the level of below 1000 TL.

Table 1: Sample Profile

Variable	Category	Turkey (n=229)		Iran(n=312)	
		Number	Percent	Number	Percent
Gender	Male	110	48,0	167	53,5
	Female	119	52,0	145	46,5
Education	High school and below	11	4,8	20	6,4
	Undergraduate	170	74,2	232	74,4
	Postgraduate	48	21,0	60	19,2
Income level	Below 1000 TL	154	67,2	201	64,4
	1001 - 2500	46	20,1	58	18,6
	2501 - 4000	23	10,0	31	9,9
	Above 4001	6	2,6	22	7,1
Age	Mean	23,13		24,44	

Using the SPSS 20 statistical package, the study's results include overall descriptive statistics results, hypothesis results, correlation results, and independent samples test (t-test results) for consumer innovativeness with the three main variables analyzed, comprising future orientation, present orientation and past orientation.

7. Analyses and Results

To determining the factors of time orientation and consumer innovativeness, principal component method used for an exploratory factor analysis. The data from the Turkey and Iran used for analysis. For extracting factors, an eigenvalue of greater than one was used (see Table 2). Cronbach's of variables which can be listed as consumer innovativeness = 0.705, Future orientation = 0.704, Present orientation = 0.783, Past orientation = 0.689. It means that all variables show the acceptable reliability.

Table 2 display the perception of each of the variables for both countries. Also, factor loadings appear in Table 2.

Table 2: Factor Loadings and Descriptive Statistics

	Factor loadings (λ)	Turkey (n=229)		Iran (n=312)	
		Mean	Standard Deviation	Mean	Standard Deviation
Consumer Innovativeness (All Items Are Reverse Coded)		3,1048	,65763	2,7282	,83952
I would rather stick with a brand I usually buy than try something I am not very sure of.	0.55	3,6201	1,15839	2,6763	1,12313
I think of myself as a brand-loyal customer.	0.70	3,2926	1,16113	3,0096	1,11835
When I go to a restaurant, I feel safer ordering dishes I am familiar with.	0.62	3,1616	1,14137	2,4359	1,05586
If I like a brand, I rarely switch from it just to try something different.	0.75	2,8122	1,11396	2,7596	1,06232
I am very cautious about trying new or different products.	0.64	2,6376	1,11787	2,7051	1,06217
Future Orientation		3,9282	,55215	3,9598	,41066
I believe that a person's day should be planned ahead each morning.	0.72	3,5677	1,12819	4,0801	,79991
When I want to achieve something, I set goals and consider specific means for reaching those goals.	0.76	4,1354	,82399	4,1506	,73041
Meeting tomorrow's deadlines and doing other necessary work comes before tonight's play.	0.57	3,7293	,95792	3,9071	,79852
I meet my obligations to friends and authorities on time.	0,45	4,0175	,90304	4,2147	,79105
Before making a decision, I weigh the costs against the benefits.	0.65	4,0437	,88744	4,1795	,85613
I complete projects on time by making steady progress.	0.70	3,7948	,88197	3,6058	,87574
I am able to resist temptations when I know that there is work to be done.	0.63	3,9956	,91045	3,7019	,87715
It upsets me to be late for appointments.	0.61	4,0655	1,07609	4,2788	,86135
I keep working at difficult uninteresting tasks if they will help me get ahead.	0.63	3,8734	,92083	3,5192	,87459
Present Orientation		3,5577	,80922	2,9638	,68588
I do things impulsively.	0.62	3,3624	1,23352	2,2115	1,07296
I make decisions on the spur of the moment.	0.67	3,6638	1,22673	2,4231	1,12292
It is important to put excitement in my life.	0.57	3,7336	1,12926	3,4167	1,04225

Taking risks keeps my life from becoming boring.	0.81	3,4891	1,07854	3,5256	1,09925
I take risks to put excitement in my life.	0.82	3,4017	1,11811	3,3429	1,10582
I find myself getting swept up in the excitement of the moment.	0.50	3,5502	1,02741	3,0705	1,09140
I prefer friends who are spontaneous rather than predictable.	0.62	3,5721	1,03462	2,7564	1,14466
Past Orientation		3,8742	,70131	3,6827	,68476
Familiar childhood sights, sounds, smells often bring back a flood of wonderful memories.	0.53	4,1223	,97012	3,9038	,99697
It gives me pleasure to think about my past.	0.72	3,5328	1,13749	3,3942	1,12914
I enjoy stories about how things used to be in the "good old times."	0.77	3,7598	1,04250	3,6603	,93173
Happy memories of good times spring readily to mind.	0.63	3,9782	,97982	4,0288	,91212
I get nostalgic about my childhood.	0.60	3,9782	1,07379	3,4263	1,16529

Inter-construct correlations are presented in Table 3.

Table 3: Correlation Matrix

	Consumer innovativeness	Future orientation	Present orientation	Past orientation
Consumer innovativeness	1			
Future orientation	-,196**	1		
Present orientation	,057	-,124**	1	
Past orientation	-,101*	,231**	,077	1

Notes: **. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).

H1 posits that the relationship between consumer innovativeness and past orientation is negative. H1 was supported (Table 3). H2, which proposed that the relationship between consumer innovativeness and present orientation is positive, so H2 was not supported. We postulated that the relationship between consumer innovativeness and future orientation is negative. Therefore, H3 was supported.

To test H4, H5, H6, H7 regarding the differentiation of countries based on the perceptions of the respondents on different dimensions of association, independent samples test (t-test) is used. The results are shown in Table 4.

Table 4: Independent Samples Test (T-Test Results)

Dependent variable	Country	N	Mean	Mean difference (Iran-Turkey)	Significance
Future orientation F= 5,79; p= 0,465	Iran	312	3,9598	0,032	N.S
	Turkey	229	3,9282		
Present orientation F= 4,68; p<0,01	Iran	312	2,9638	-0,590	***
	Turkey	229	3,5577		
Past orientation F= 0,19; p< 0,01	Iran	312	3,6827	-0,191	***
	Turkey	229	3,8742		
Consumer innovativeness F= 11,53; p< 0,01	Iran	312	2,7282	-0,376	***
	Turkey	229	3,1048		

Note: ***indicates significance at 1% level, N.S: no significance

There is no significant difference among the countries in terms of future orientation (F= 5,79; p= 0,465); thus, H4 is not supported. In terms of present orientation, there is a significance difference among the countries (F= 4,68; p<0,01); thus, H5 is supported. There is a significant difference

in past orientation the two countries as indicated by the results ($F= 0,19$; $p< 0,01$); thus, H6 is supported. Again, the difference in consumer innovativeness is significant only between Iran and Turkey ($F= 11,53$; $p< 0,01$); thus, H7 is supported.

Table 5: Testing of Hypotheses.

	Sig. (2-tailed)	Result
H1	0,019	Supported
H2	0,183	Not supported
H3	0,000	Supported
H4	0,465	Not supported
H5	0,000	Supported
H6	0,002	Supported
H7	0,000	Supported

8. Conclusions

The present study investigated the relationship between consumer innovativeness and time orientation (future, present, and past) in Turkey and Iran. Five of seven hypotheses are accepted in our model. The results show that there is a significant relationship with consumer innovativeness and future orientation/past orientation. There are negative relations between future and past orientations and consumer innovativeness in Turkey and Iran. These results reflect those of Merchant et al. (2014) who also found that future and past directedness negatively impact consumer innovativeness. The variable of present orientation was not related to consumer innovativeness in Turkey and Iran. Turkish respondents exhibited higher levels of consumer innovativeness, present orientation and past orientation than Iranian respondents. When we look to mean margins in future orientation, Iranian respondents were future oriented than their Turkish counterparts. The mean degrees of present orientation, past orientation and consumer innovativeness between Turkish and Iranian respondents were different.

This study provided a clear picture about the relationship between consumer innovativeness and time directedness in Turkey and Iran. Therefore, this study would help decision makers to improve marketing strategies and to formulate new strategies for understanding consumers. Our findings can maintain some implications to company managers to determine best products for their consumers. Depend on the needs of past, present and future oriented consumers, marketers can benefit time orientation. Also, understanding consumers within a culture context is essential for company managers when they start to launch new products.

When the company pre-release innovative products in the market, they should gather information about their target consumers. Because consumers do not evaluate same procedure for established products and services across to innovative products and services. Firm managers seek to consumer actual behavior and affecting its variables in terms of creating new market segments. They need to develop new models how time orientation plays different roles in the consumer innovativeness for guide segmentation, targeting and positioning. They try to find consumer tendency about time. In order to increase engagement, brand managers should promote their advertisement strategies depend on individuals' tendency to emphasize time. Future oriented consumers who tend to be goal oriented will consider the future in their lives. Therefore, promotional activities and campaigns should be designed according to characteristics of consumers. Past-oriented individuals might interest advertisements which is about past events, memories. Whether both countries have different cultural backgrounds, the degree of consumer innovativeness in young consumers in two markets is low. The relationship time orientation and consumer innovativeness with other variables should be investigated in future research with other variables. Cross-national results can be used to better understand the concept of consumer innovativeness in Middle East countries.

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