

การจัดการห่วงโซ่คุณค่าทางเศรษฐกิจและวัฒนธรรมของว่าวหยางเจี้ยบู The Cultural and Economy Value chain management of Yangjiabu Kite

บทคัดย่อ

งานวิจัยฉบับนี้ศึกษารายละเอียดเชิงลึกเกี่ยวกับการบริหารจัดการห่วงโซ่คุณค่าในบริบทของว่าทやりงเจี้ยปู เมืองเวียดนาม ประเทศจีน โดยมุ่งวิเคราะห์บทบาท ในการส่งเสริมนวัตกรรมทางวัฒนธรรมและความยั่งยืนทางเศรษฐกิจ ภายใต้แนวคิดพัฒนานานท่วงวัตกรรมเป็นองค์ประกอบสำคัญในการอนุรักษ์หัตถกรรมพื้นบ้าน งานวิจัยนี้เสนอให้ใช้แนวทางการบริหารจัดการห่วงโซ่คุณค่าเพื่อยกระดับคุณภาพและกระบวนการผลิตว่าทやりงเจี้ยปู โดยใช้ระบบวิธีแบบผสมผสาน ซึ่งประกอบด้วย การวิเคราะห์เอกสาร การสัมภาษณ์ การสังเกตการณ์ และการวิเคราะห์เชิงเศรษฐกิจ การตลาด ผลการวิจัยพบว่ากระบวนการผลิตว่าที่ได้รับการพัฒนาให้สอดคล้องกับความต้องการสมัยใหม่ ผ่านการพัฒนาการอุปกรณ์ เชิงนวัตกรรม ความรู้ท้องถิ่น และความเหมาะสมของวัสดุ รวมถึงการบูรณาการการวัฒนธรรมท้องถิ่นเข้าไว้ในบริบททางประวัติศาสตร์และสิ่งแวดล้อมทางวัฒนธรรม ผลิตภัณฑ์ที่ออกแบบขึ้นใหม่มีคุณลักษณะด้านการตลาดที่โดดเด่นในแง่มุมของคุณค่าเชิงวัฒนธรรม ประสบการณ์ทางอาหาร ความคิดสร้างสรรค์ การใช้วัสดุ ความน่าสนใจ รูปลักษณ์ ศักยภาพทางการตลาด งานฝีมือ การบรรจุภัณฑ์เชิงพาณิชย์ และการใช้งานจริงผลการตอบรับจากกลุ่มผู้บริโภคพบว่าเพิ่มขึ้น ใจต่อประสบการณ์ทางอาหาร ความเปลี่ยนแปลง ความหมายเชิงลัญลักษณ์ ลักษณะเฉพาะท้องถิ่น ความเป็นไปได้ในการซื้อ งานฝีมือ รูปปั้น ภาระ การใช้งานจริง และความคุ้มค่าต่อราคา ในเชิงเศรษฐกิจ การวิเคราะห์ระดับจุลภาคพบว่าผลิตภัณฑ์ที่พัฒนาใหม่สามารถเพิ่มจำนวนผู้เข้าชมเฉลี่ยต่อเดือนได้ประมาณ 50.34% ราคายาวยังเพิ่มขึ้นประมาณ 50% และยอดขายเฉลี่ยต่อเดือนเพิ่มขึ้นประมาณ 125% แม้ว่าต้นทุนการผลิตจะเพิ่มขึ้น 37.5% ก็ตาม

คำสำคัญ: ความสามารถในการแข่งขันของตลาด, การพัฒนาผลิตภัณฑ์, ศิลปะพื้นบ้าน, ความต้องการของผู้บริโภค

Abstract

This research provides an in-depth examination of value chain management within the context of the Yangjiabu kite in Weifang, China, with a particular focus on its role in promoting cultural innovation and economic sustainability. Grounded in the fundamental idea that innovation is essential to the preservation of traditional handicrafts, the study proposes the application of value chain management (VCM) as a strategy to enhance the quality and production processes of the Yangjiabu kite. Employing a mixed-methods approach—comprising document analysis, interviews, observation, and economic and market analysis—the research reveals that the kite-making process has been adapted to align with modern market demands through the integration of innovative design, local knowledge, and material suitability. Moreover, regional culture has been embedded into the historical and environmental context of the kite's production. The newly developed products possess distinct marketing attributes, including cultural value, emotional engagement, creativity, material applicability, aesthetic appeal, market potential, craftsmanship, commercial packaging, and practical usability. Consumer feedback indicated a high level of satisfaction regarding emotional experience, innovation, symbolic meaning, local characteristics, purchase feasibility, craftsmanship, form, functionality, and cost-effectiveness. Economically, micro-level analysis showed that the newly developed products could potentially increase average monthly visitor traffic by approximately 50.34%, selling prices by around 50%, and average monthly sales by approximately 125%, despite a production cost increase of about 37.5%.

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Keywords: Market Competitiveness, Product Development, Folk Art, Consumer Demand

Introduction

In an increasingly globalized world, the preservation and evolution of traditional cultural heritage are at a critical juncture. Similar to the enduring legacy of traditional arts, Yangjiabu kite, a traditional folk-art form renowned for its intricate designs, historical significance, and vibrant symbolism, serves as a cultural emblem deeply ingrained in the local identity of Weifang. However, it confronts a multitude of challenges in the contemporary era. Rapid socio-economic changes, technological advancements, evolving market demands, and the ever-shifting landscape of cultural preferences pose both opportunities and threats to its sustainability and relevance. As the craft of kite-making traverses generations, its adaptation and integration into modern contexts have become pivotal for its continued existence.

In the quest to comprehend and address these challenges, this research embarks on a comprehensive exploration of the intricate dynamics surrounding the Yangjiabu kite. The study endeavors to investigate the confluence of value chain management strategies, design innovation, and adaptability as they intersect within the realm of this traditional folk-art form. Drawing upon a multifaceted array of scholarly works, this research aims to unravel the nuanced interplay between heritage preservation, economic viability, community involvement, innovation, and adaptation within the domain of Yangjiabu kite.

From the review of relevant documents and related research studies, it was found that The ongoing debate surrounding the evolution of traditional cultural assets in contemporary times remains unresolved (e.g., Yang et al., 2018; Li, 2022). Previous studies focused on the traditional aspects only and overlooked innovation due to the fact that consumers exhibited greater skepticism towards technological breakthroughs (Shafi et al., 2021). On the other side, studies (e.g., Shafi, 2021; Roy & Mohapatra, 2023; Shafi et al., 2019) incorporate innovations and creativity in traditional handicraft sectors into preservation and transformation in order to adapt to business. Previous studies focused on the traditional aspects only and overlooked innovation due to the fact that consumers exhibited greater skepticism towards technological breakthroughs (Shafi et al., 2021). On the other side, studies (e.g., Shafi, 2021; Roy & Mohapatra, 2023; Shafi et al., 2019) incorporate innovations and creativity in traditional handicraft sectors into transformation in order to adapt to business.

There are several factors influencing consumer acceptance. Studies (e.g., Sun et al., 2023; Shah et al., 2023; Al Doghan et al., 2023) indicate that the factors that affect consumer acceptability encompass authenticity, innovation, packaging innovation, value addition, product enhancement, product design innovation, alternative or novel materials, high-quality materials, and technical advancements. Shafi et al. (2021) demonstrate that the majority of consumers are receptive to embracing innovation in the realm of handicrafts. Consumers specifically favor improvements that do not alter the traditional attributes and qualities of items, including authenticity, packaging, and advancements connected to quality.

Several studies (e.g., Woodhead & Acker, 2014; Chirikure & Pwiti, 2008) indicate that adding value to creative innovations and traditional crafts helps increase understanding of consumer behavior. Things that affect consumer acceptance are new technologies for preserving and teaching intangible cultural heritage (Cozzani et al., 2017); global capabilities that are enhanced through innovation (Chen & Jaw, 2009); and new ideas in packaging, adding value, improving products, design, using different or new materials, making them better, and using technology (Shafi et al., 2021). Studies (e.g., Deacon & Smeets, 2013) also revealed that management of traditional art products needs to ensure authenticity, value, and community engagement within the framework of global heritage and intangible heritage conventions.

In the production phase, studies show that a modern design is considered a major value driver for customers. Some examples include the "activation" of traditional Qi-Lu folk handicraft in modern design art, using the modern design of Lu brocade as an example (Chen, 2019, April), consumers' factors influencing the sustainable design of Huaihe willow weaving (Sun et al., 2023), and the application of craftsmanship in design within the context of growing modernity (Das & Das, 2021).

We attempted to reinvent tradition and create new meaning through innovations involving craft-based design, Holmquist et al. (2019) observe that craft-based design and production processes have the potential to innovate by incorporating historical elements and generating novel significance through their unanticipated combination with contemporary components. Studies (Li et al., 2020; Roy & Mohapatra, 2023) support the relationship between culture, creativity, and innovation in the handicraft industry and indicate that flexibility in creativity helps the cultural industry attract local talent and meet market demand while maintaining space for high-end artistic products. Studies (Kanungo et al., 2020; Firmansyah & Fadlilah, 2016; Yao et al., 2023; Courty & Zhang, 2018; Keane & Zhao, 2014) revealed that enhancing cultural interaction, public involvement, community engagement, and societal participation contributes to the growth of consumer acceptance at all sites and levels.

The cited studies selected for this study span diverse realms. These resources form the tapestry of knowledge aids in understanding the multifaceted dimensions of Yangjiabu Kite's existence, adaptation, and potential for future economic sustainability through value chain management. Scholars have paid little attention to VALUE CHAIN MANAGEMENT. This study therefore investigated the gap in this issue, focusing on value-added activities needed for chain management of traditional folk art Yangjiabu kite in Weifang

Research Objectives

1. To explore strategies for promoting trade and preserving the traditional folk art of Yangjiabu kites in Weifang, China, through value chain management.
2. To examine the linkage between value chain management practices and cultural innovation in the commercialization and preservation of the traditional folk art of Yangjiabu kites.

Concept Framework / Theory

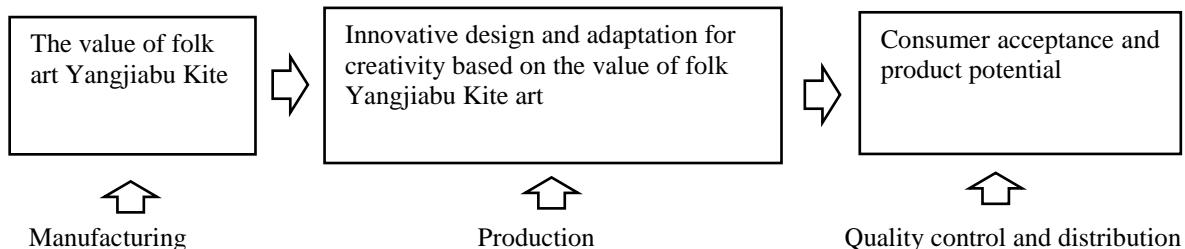


Figure 1 Framework of the study

Figure 1 illustrates the framework for the study. The VALUE CHAIN MANAGEMENT process of this study commenced with an exploration of the value of folk art Yangjiabu kites for manufacturing. Next, the production process integrated the kite's value through innovative design and creative adaptation. Potential consumers assessed the newly designed products for future economic sustainability during quality control and distribution.

Research Methods

It was helpful to use a mixed-methods approach that included both qualitative and quantitative data to fully explore the many aspects of VALUE CHAIN MANAGEMENT and cultural innovation in the Yangjiabu kite in Weifang, Shandong, China. The key informants for interviews and participants for focus groups were those who were involved in Yangjiabu kite production, such as artisans, cultural experts, distributors, microeconomists, etc. The respondents to the survey were potential customers and tourists.

These research tools and methods were used together in this study to get a full picture of how VALUE CHAIN MANAGEMENT and cultural innovation interact in the Yangjiabu kite, which allowed for a nuanced analysis and deep understanding of this traditional folk art form. The instruments included the following:

1) Document analysis This was a review of existing documents, reports, and publications related to Yangjiabu kite, cultural policies, economic data, and historical records to complement and validate the primary data collected.

2) Interviews and focus groups We conducted semi-structured interviews with stakeholders and focus groups to gather qualitative insights into value chain strategies, cultural adaptations, challenges, and opportunities. And the socio-cultural significance of the Yangjiabu kite.

3) Observations and ethnographic studies These instruments engaged in field observations and ethnographic studies within the Weifang community to observe the kite-making process, cultural practices, community dynamics, and interactions among stakeholders. We initiated checklists for field observations and ethnographic studies to systematically record observations about the kite-making process, cultural traditions, and community interactions.

4) Surveys We designed surveys aimed at consumers, tourists, and folk art enthusiasts to gather quantitative data on consumer preferences, purchasing behaviors, and perceptions. The survey consisted of product evaluation by stakeholders and product evaluation by consumers. The product evaluation by stakeholders included these issues: market potential, craftsmanship, interest, commercial packaging, product practicality, cultural added value, emotional experience, innovation, material applicability, and appearance. The consumer evaluation of the newly designed kits included these issues: local characteristics, emotional experience, local characteristics, craftsmanship, good meaning, shape and form, practicality, and cost performance.

Data Analysis

1) Data Analysis This study used thematic or content analysis on the qualitative data collected from interviews, observations, and document analysis to identify recurring themes, patterns, and narratives about VALUE CHAIN MANAGEMENT and cultural innovation. It used statistical tools to analyze the quantitative data from the survey, examining the relationships between factors related to customer behavior, preferences, and perceptions. It also triangulated the qualitative and quantitative findings to gain a comprehensive understanding of the research topics. This approach enabled a more thorough examination of both convergent and divergent results.

2) Reliability and validity checks To ensure reliability, this study corroborated findings from multiple sources (namely, document analysis, interviews and focus groups, observations and ethnographic studies, surveys, and economic analysis). This helped validate the results and increase the credibility of the study. The process of member verification, which presents initial results to participants to verify interpretations and confirm the accuracy of their contributions to the study, bolsters the credibility of

qualitative data. Five academics with expertise in this area reviewed the questionnaire and made adjustments as a result of their feedback. We used the Alpha-Cronbach test to verify the reliability of the questionnaire. 0.80 represents good, reliable values. We performed preliminary surveys or interviews to improve the data gathering tools, ensuring that the questions were clear and relevant, thereby increasing their validity. This study ensured reflexivity by consistently recording the researcher's biases, assumptions, and views throughout the entirety of the investigation. This transparency facilitated the recognition of possible factors that may affect the interpretation of the data. We also solicited input from colleagues or experts in the field to verify the research design, methodology, and conclusions, thereby enhancing the overall credibility of the study.

Results and Discussion

1) The Yangjiabu Kite holds significant value as a cultural asset

Weifang, a city renowned as the "Capital of Kites," boasts a cultural heritage deeply rooted in the artistry of Yangjiabu kite-making. Amidst the bustling modernity of China's evolving landscape, this traditional folk art has retained its significance as a symbol of cultural identity and artistic excellence. However, the intricate interplay between tradition and adaptation, heritage preservation, and contemporary relevance lies at the heart of this time-honored craft's sustainability, as shown in Figure 2.



Figure 2: Folk art kite in Weifang Yangjiabu Village (Zhang Susu, 2023)

Figure 2 illustrates the current development stage of the Weifang Yangjiabu kite, a recognized traditional folk art in the local area. The kite construction takes into account the physical characteristics of the materials used, explores the integration of local knowledge and innovation, and engages in a thorough exploration of regional traditions, historical context, and cultural environment to evoke an emotional connection.

(2) Value of the Yangjiabu Kite as an economic asset

The process of exchange and assimilation between Yangjiabu kite in Weifang and foreign cultures is gradually transforming the cultural value chain of this folk art into an international kite festival. Consequently, it is significantly advancing the innovative development of Yangjiabu kite in Weifang, as well as fostering local economic development and opening up as revealed by participants:

"Simultaneously, the local government departments devised the strategy of kite matchmaking, cultural platform, and economic performance, fostering the mutual growth of several other traditional arts in the neighboring regions, such as woodblock prints, dough figurines, paper cutting, and so on. Weifang established

the village of Yang as the primary hub for kite production in the industry. Over time, it has evolved from solely producing and processing kites to becoming a comprehensive industry chain that includes the processing, sales, and distribution of various kite accessories. This development has not only eased employment pressure and increased income but has also stimulated the growth of the city's tourism industry. Additionally, it has created a positive economic circulation chain and cultural value chain."

(3) The Yangjiabu kite's economic potential under changing conditions

As local and international cultures collide, kites must exploit new chances for cultural exchange, creativity, and diversified growth. We should preserve traditional cultural symbols and artisan skills to adapt to changing functions, aims, audiences, management, and market demand. Yangjiabu kite has also become a medium for communication, exploration, magical blessings, entertainment, fitness, cultural tourism, and creative products.

The research team discovered that the environment, culture, audience, purpose, and materials of the Yangjiabu kite undergo continuous transformation, as revealed by experts:

"The kite experts have witnessed the progression of government from the family level to the village, county, municipal, and national levels. It has now become a significant worldwide celebration. Kites encounter various circumstances as a result of potentialities and hindrances. The advent of modern manufacturing has significantly enhanced productivity and reduced costs."

The site visit of the Yangjiabu Kite Design Workshop in Weifang, Shandong Province, revealed that although the created kites are trendy, attractive, and colorful products, they lose their cultural value and social significance, as revealed by experts: "They lack depiction of the extensive cultural history and development process and don't match local culture. Thus, their cultural value is low. It lacks any relationship to local folk practices, historical background, or cultural ecosystem and fails to evoke emotion." Cultural development and change contribute to the formation of memory and cultural identity, which imbue the works with distinct cultural characteristics and evoke people's emotional connection, thus augmenting their economic and cultural worth. It is necessary to develop a novel perspective and design approach, emphasizing the incorporation of existing cultural values, changes in inheritance groups and functions, traditional manual memory, and cultural memory content into new designs, as described in the next section.

4) Innovative Design and Production for the Creative and Value-Added Yangjiabu Kite

The creation process of the Weifang Yang kite culture chain commenced with drafting. The expert team and kite workshop staff provided suggestions for adjusting the sketches, as shown in Figures 3 and 4.



Figure 3: Kite sketching procedure (Zhang Susu, 2023)

Figure 3 depicts the sketching and screening procedures for the kite. After consulting with specialists, we selected suitable sketches and discussed crucial technical matters with skilled artisans. We selected suitable sketches after consulting with specialists and discussed crucial technical matters with skilled artisans.



Figure 4: Kite-making procedure (Zhang Susu, 2023)

Figure 4 depicts the kite-making procedure. The research team engaged in close consultation with the relevant personnel responsible for the work of commercial designers to discuss product promotion to enhance the product's practicality and competitiveness in the market.

The research team systematically summarized, deliberated, and introspected, ultimately choosing three sets of design sketches out of the first ten sets. Figure 5 illustrates the production process.



Figure 5: Newly designed kites (Zhang Susu, 2023)

Figure 5 displays newly constructed kites. The designs aim to showcase the aesthetic characteristics and skills of traditional kite-making in Shandong Weifang Yang Port. The producers integrated with other forms of art and culture while emphasizing the value chain of folk art and culture in relation to nature, history, economy, and other cultural aspects.

Experts and workshop entrepreneurs then assessed the recently developed items to understand consumer acceptance and product potential for future economic sustainability, with the specifics detailed in the product evaluation. The next section displays the results.

5) Gaining insight into consumer acceptance and the potential of products for future economic sustainability

(1) Product evaluation by stakeholders

The presentation of the project's design outcomes to the workshop participants and relevant stakeholders is shown in Figure 6.



Figure 6: Evaluation of experts and stakeholders (Zhang Susu, 2023)

Figure 6 shows experts and stakeholders during the evaluation. The evaluation includes several items, such as cultural added value, market potential, commercial packaging, and so on. The evaluation results are shown in Figure 7.

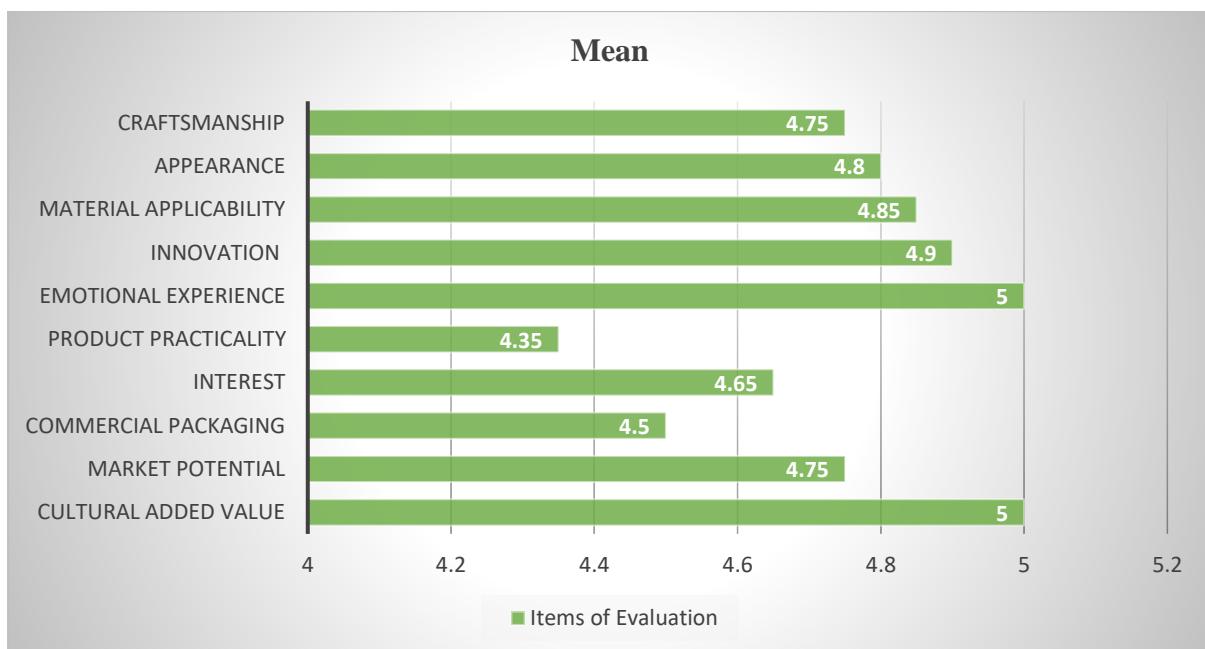


Figure 7: Evaluation results by stakeholders (Zhang Susu, 2023)

Figure 7 shows the mean scores and standard deviation of evaluation results by stakeholders. The overall mean score and standard deviation are 4.76 (SD = 0.32), indicating the highest level of satisfaction. In details, the mean scores of all items of evaluation were arranged from the highest to the lowest as follows: cultural added value (= 5.00, S.D.= 0.20), emotional experience (= 5.00, S.D.= 0.23), innovation

($M = 4.90$, $S.D. = 0.26$), material applicability ($M = 4.85$, $S.D. = 0.37$), appearance ($M = 4.80$, $S.D. = 0.25$), market potential ($M = 4.75$, $S.D. = 0.43$), craftsmanship ($M = 4.75$, $S.D. = 0.32$), interest ($M = 4.65$, $S.D. = 0.25$), commercial packaging ($M = 4.50$, $S.D. = 0.45$), and product practicality ($M = 4.35$, $S.D. = 0.36$), respectively. This indicates that the local characteristics ($M = 4.80$, $S.D. = 0.27$) were satisfied with the newly designed kites at the highest level.

(2) Product evaluation by consumers

We individually assessed the workshop's enterprise operators, potential consumers, and relevant beneficiaries. Figure 6 displays the results.

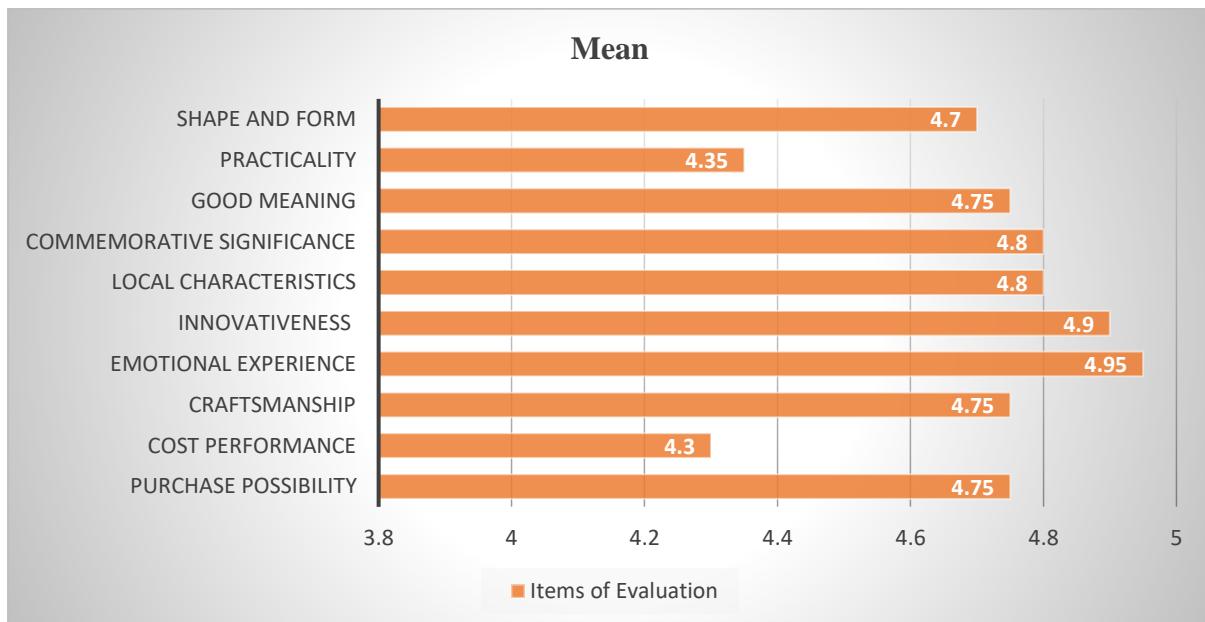


Figure 8: Evaluation results by consumer (Zhang Susu, 2023)

Figure 8 shows the mean scores and standard deviation of the consumer evaluation results of the newly designed kits. The overall average score was 4.70, indicating the highest satisfaction. The results of each project are ranked from the highest to the lowest as follows: emotional experience ($M = 4.95$, $S.D. = 0.39$), innovativeness ($M = 4.90$, $S.D. = 0.33$), commemorative significance ($M = 4.80$, $S.D. = 0.33$), local characteristics ($M = 4.80$, $S.D. = 0.27$), purchase possibility ($M = 4.75$, $S.D. = 0.32$), craftsmanship ($M = 4.75$, $S.D. = 0.37$), good meaning ($M = 4.75$, $S.D. = 0.22$), shape and form ($M = 4.70$, $S.D. = 0.37$), practicality ($M = 4.35$, $S.D. = 0.45$), and cost performance ($M = 4.30$, $S.D. = 0.45$). The above data showed that, overall, the consumers were satisfied with the newly designed kites at the highest level.

(3) Micro economic analysis

Table 1. Financial contribution to the stakeholders.

Project	Before product update	After the product update
Monthly average flow	435 (No of Stakeholders)	654 (No of Stakeholders)

Cost of production	40 (CNY)	55 (CNY)
Selling price	60 (CNY)	90 (CNY)
Monthly average sales	1200 (CNY)	2700 (CNY)

Table 1 shows the financial contribution to stakeholders. The monthly average flow increases from 435 stakeholders to 654 ones, which is equivalent to a 50.34% increase. Although the production cost rises from 40 CNY to 55 CNY, which is equivalent to a 37.50% increase, the selling price rises from 60 CNY to 90 CNY, which is equivalent to a 50.00% increase, and the monthly average sales rise from 1200 CNY to 2700 CNY, which is equivalent to a 125.00% increase. These increases indicate the higher value addition of the newly developed products.

The value chain management method has the potential to improve the marketing and conservation of the traditional folk craft of Yangjiabu kite in Weifang. The kite has value for manufacturing with the support of innovative design and adaptation based on creativity, the kite has value for manufacturing. The production process took into account the physical characteristics of the materials used in kite construction and integrated local knowledge and innovation into a thorough exploration of the regional traditions, historical context, and cultural environment. The process also included exchange and assimilation between Yangjiabu kite in Weifang and foreign cultures, gradually transforming the cultural value chain of this folk art into an international kite festival.

The newly designed products contained these marketing qualities: cultural added value, emotional experience, innovation, material applicability, appearance, market potential, craftsmanship, interest, commercial packaging, and product practicality. In addition, the potential consumers were satisfied with emotional experience, innovativeness, commemorative significance, local characteristics, purchase possibility, craftsmanship, good meaning, shape and form, practicality, and cost performance. Economically, the microanalysis indicated that the products might increase the monthly average flow by about 50.34%, the selling price by about 50.00%, and the monthly average sales by about 125.00%, although the production cost might increase by about 37.50%.

Discussion

The findings of this study are consistent with earlier research by Shafi (2021), Roy and Mohapatra (2023), Shafi et al. (2019), and Ghosh (2012). These studies have explored the integration of innovative and creative approaches in traditional handicraft industries to facilitate their preservation and transformation, enabling them to adapt to the demands of the business environment. Before this study, others (Chapain & Sagot-Duvauroux, 2020; Chan, 2018; Shahriar, 2019; Jiang et al., 2022; Zhang, 2023) also found that there is a positive relationship between the value chain management of traditional folk art at every stage, from making it to using it.

Additionally, this study found that the knowledge and resources of value chain management (Virtual Community Management) can increase the quality and productivity of traditional handcraft industries, which is similar to earlier research by Woodhead & Acker (2014), Acker & Woodhead (2014), Bartleet et al. (2019), and Woodhead & Acker (2017). This study found that, as other studies have suggested, incorporating value at every stage of the value chain management can provide new opportunities for innovation, confer a competitive edge, and promote sustainable and inclusive growth through creative initiatives. The discovery was in line with the prior investigations conducted by Horng et al. (2015, October),

Liu (2018), Liang (2022), Gerlitz and Praise (2021), and Acker and Woodhead (2014). To summarize, the value chain method aids in the identification and expansion of businesses within the creative industries.

Suggestions for future inquiries

The value chain management in this study provide insights into the marketing and conservation of the traditional folk craft of Yangjiabu kite in Weifang. The issue had been ignored despite its marketing vitality. The insights also expanded the preservation of cultural heritage. The future inquiry should focus on strengthening the value chain management practices of the traditional folk craft of Yangjiabu kite in Weifang and applying the practices to other crafts.

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