



The Importance of Halal Labeling in Consumer Food and Beverage Purchasing Decisions Based on Demographic Factors: A Case Study of Minimarket Consumers in Palembang City

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ABSTRACT

This study aims to explore the significance of halal labeling in food and beverage purchasing decisions at minimarkets in Palembang, Indonesia, with a particular focus on the factors influencing Muslim consumers' choices. The research employed a descriptive survey design, utilizing an online questionnaire to collect data from 155 respondents over a one-month period. Demographic information, including age, gender, educational level, and religion, was gathered alongside questions about the prioritization of halal labels in purchasing decisions. Descriptive statistical analysis was used to process the data. The findings reveal that the halal label is the most influential factor in consumers' purchasing decisions, followed by price and taste. Gender did not significantly affect the prioritization of the halal label, while age and educational level showed variations in preference, with younger and less-educated respondents placing more emphasis on halal certification. The study highlights the dominant role of religious beliefs in shaping purchasing behavior, particularly among Muslim consumers. The research has implications for marketers and retailers, emphasizing the importance of halal certification in product offerings, especially in regions with a predominantly Muslim population. However, the study's limitations include its reliance on a non-probability sampling method and a homogenous respondent pool, which may not fully represent the broader population's preferences.

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1. INTRODUCTION

The impact of consumer behavior related to religious and health aspects has become a prominent area of interest within the academic community. One of the primary areas of focus is the inclination of consumers, particularly those of the Muslim faith, to select products that

have been certified as halal. Halal has now become an integral aspect of the lifestyle of Muslim consumers across a range of geographical regions. Concomitantly with the expansion of the global Muslim population, there has been a notable increase in awareness concerning the significance of consuming halal

products (Rahim et al., 2013). The understanding of the sanctity and halalness of products has become a crucial factor in consumer purchase decisions (Muzdalifah & Almuin, 2023; Nurhayati & Hendar, 2020; Usmandani & Darwanto, 2021). In addition to awareness of halal products, health considerations, perceived value, and halal marketing have been identified as significant drivers of consumer interest in purchasing halal products (Astuti, 2021; Nurhasanah et al., 2017; Nurhasanah & Hariyani, 2017). The existence of halal certification and labeling provides consumers with the information they require to make informed purchasing decisions, as it indicates that the product has been officially recognized as halal by an authorized body (Farisha et al., 2022). Furthermore, the quality of halal products, as indicated by halal labeling, has been shown to positively influence brand image and consumer purchase decisions (Ulfia et al., 2021).

As stated by Rahim et al., (2013), the term "halal" is not exclusive to food products; it also encompasses non-food items such as cosmetics, toiletries, pharmaceuticals, leather goods, perfumes, writing instruments, and other products. Furthermore, services such as banking, entertainment, tourism, and logistics are also associated with halal principles. As the country with the second-largest Muslim population in the world (Dewi, 2024), it would be prudent for Muslims in Indonesia to adopt a halal lifestyle in alignment with the global trend. In accordance with Islamic teachings, products purchased and consumed by Muslims must comply with halal principles (Hidayati et al., 2020). The interest in purchasing halal products has not only been observed among Muslim consumers. For non-Muslim consumers, the alignment of halal food product attributes with their food preferences can result in positive evaluations and potentially increase their interest in halal products (Wibowo et al., 2020). Furthermore, halal products are of paramount importance in providing consumers with a sense of security and trust (Fauzi et al., 2023). As Salim et al., (2022) have observed, consumer purchase decisions are significantly influenced by halal labeling and promotions. Meanwhile, Paramita et al., (2022) posit that halal labeling, product quality, and purchase

intention influence purchasing decisions. The findings of the research conducted by Muzdalifah & Almuin (2023) indicate that the majority of respondents possess a high level of understanding of halal products, primarily driven by religious and health factors as the main determinants of their evaluations and purchase intentions. Furthermore, brand image and product information have been identified as significant factors influencing consumer decision-making. However, the diversity of respondent preferences indicates that evaluations and purchase intentions may vary based on product types and religious backgrounds.

Minimarkets, such as Indomaret and Alfamart, have proliferated across Indonesia, catering to the increasing demand for convenience among consumers. Studies indicate that the convenience of location, product availability, and competitive pricing are critical factors driving consumer preference for minimarkets over traditional markets (Mujahid & Muljaningsih, 2023; Prakoso, 2021; van Greuningen et al., 2024). The modern retail format offers a shopping experience that aligns with the fast-paced lifestyle of urban dwellers, who often prioritize quick and easy access to goods (Ujianti et al., 2023; Yulida et al., 2023). This shift is not merely a local trend; it mirrors global patterns where consumers gravitate towards retail formats that provide efficiency and convenience, often at the expense of traditional market structures (Destiana et al., 2024). Given this transformation in consumer shopping habits, understanding the role of halal labeling in minimarkets is crucial. Unlike traditional markets where consumers often rely on direct interaction with sellers for product verification, minimarket shoppers depend on packaging and labeling for product information. This makes halal certification a key determinant in purchase decisions, particularly among Muslim consumers who seek assurance regarding product compliance with Islamic dietary laws. Additionally, the diverse consumer base of minimarkets spanning different ages, education levels, and religious backgrounds provides an ideal context for examining the influence of demographic factors on halal-conscious purchasing behavior.

In light of the aforementioned discussion, the researcher is interested in investigating the significance of halal labeling in consumer purchase decisions for food and beverages among minimarket consumers in Palembang City. This research is concerned with the influence of demographic factors, including age, gender, religious background, and educational level, on consumer behavior. The objective of this research is to examine the significance of halal labeling as a determining factor in consumer purchase decisions for food and beverages in minimarkets in Palembang City. This study aims to analyze the influence of demographic factors, including age, gender, religious background, and educational level, on consumer perceptions and decisions regarding halal-labeled products.

2. LITERATURE REVIEW

A product is defined as an item that is manufactured or produced for sale (Aziz et al., 2022). Halal products are those that are permitted or lawful according to Islamic law (Azam & Abdullah, 2020; Aziz et al., 2022; Millatina et al., 2022; Noor et al., 2023; Yaacob et al., 2023). Halal products are required to refrain from containing any substances that are considered haram or forbidden in Islam, including, but not limited to, pork, alcohol, and other prohibited ingredients. The concept of halal is a significant element of Islamic lifestyle and consumption, as it provides guidance on various aspects of life, including food, cosmetics, pharmaceuticals, and other consumer goods (Muhamed et al., 2022; Sari & W, 2023; Yaacob et al., 2023).

The concept of halal is not merely a label or a branding strategy; rather, it represents a comprehensive belief system and a moral code of conduct that governs the manner in which Muslims consume and engage with products and services. The concept of halal is becoming a global symbol of quality assurance and a lifestyle choice, not only for Muslims but also for non-Muslims who are attracted to the values and principles associated with halal (Yarar, 2020). The selection of food and beverage products by consumers is shaped by a multitude of factors, including age, gender, religious affiliation, and educational level. The significance of halal certification has grown,

particularly among Muslim consumers, as it serves to indicate that a product aligns with Islamic dietary guidelines (Hehanussa, 2022). Adherence to halal requirements ensures that a food or beverage product aligns with Islamic law in terms of both ingredients and production process. Furthermore, halal certification provides a seal of approval for the quality, cleanliness, and safety of the product for consumers (Muhamad et al., 2023; Sham et al., 2017). In the global food industry, the integration of halal standards and food safety management systems such as HACCP is becoming increasingly important to ensure compliance with halal regulations and food safety (Kohilavani et al., 2021). In a recent study, Aslan (2023) investigated the factors influencing Muslim consumers' halal food purchasing intentions in Bingöl, Turkey. The research revealed that religiosity, subjective norms, and halal awareness significantly impact buying intentions, while perceived behavioral control, trust, and attitude showed insignificant effects. The study also emphasized the crucial role of halal certification in building consumer trust and recommended increased focus on halal awareness and regular inspections to ensure compliance with Islamic principles in food production.

Demographic factors are of considerable consequence in determining an individual's preference for halal-certified products. For example, younger consumers may be more aware of and concerned about the halal status of the items they purchase. This is because they are more likely to be informed about the importance of halal certification and the implications it has for their spiritual well-being. Similarly, gender can also influence the likelihood of choosing halal-labeled products. Studies have indicated that female consumers tend to be more attuned to the halal status of their purchases than their male counterparts. Religious affiliation is arguably the most significant factor influencing an individual's preference for halal-certified products (Fadzil & Sawari, 2021; Mohayidin & Kamarulzaman, 2014; Muhamad et al., 2023). As the Quran and the teachings of Islam provide clear guidelines on what is considered permissible (halal) and impermissible (haram) for consumption, Muslim consumers are particularly attentive to the halal status of the

food and beverages they purchase (Hehanussa, 2022; Muhamad et al., 2023; Sham et al., 2017). Several studies, such as Aslan (2023), have indicated that consumer attitudes toward halal products do not always serve as the primary determinant in purchasing decisions. While religiosity is frequently linked to a preference for halal products, other factors, including trust, perceived quality, and price, may exert varying influences on purchasing behavior across different consumer groups. However, the limited number of studies that specifically investigate the impact of demographic factors such as age, gender, educational level, and religion on halal purchasing decisions creates a gap in understanding the inconsistencies in the influence of consumer attitudes toward halal products.

3. RESEARCH METHOD

Determining Criteria

The objective of this study is to ascertain the relative importance of criteria in purchasing decisions for food or beverage products at minimarkets in Palembang City. To this end, descriptive statistical tests will be employed to analyze the data. The research will encompass criteria considered by consumers in product purchasing decisions, with the aim of determining the influence of the halal label on these decisions. The study will employ a descriptive survey design, utilizing a data collection instrument in the form of a questionnaire. The questionnaire will include demographic data such as age, gender, religious background, and educational level.

Population and Sample

The population of this study comprises consumers who purchased food or beverage products at minimarkets during the specified period (November 10 - December 10, 2024) and who consented to complete a questionnaire.

Data Collection Technique

Data was collected through the distribution of questionnaires on an online platform (Google Forms).

Data Analysis Technique

The data obtained was processed with descriptive statistical analysis techniques using Statistical Product and Service Solutions software version 26 (IBM SPSS Statistics 26). The descriptive statistical analysis techniques employed in this study are as

follows: (1) Frequency and percentage distribution: to describe the distribution of respondents based on demographic data (age, gender, religion, and educational level) and their responses to each criterion, (2) Average and Proportion Calculation: to ascertain the relative importance of each criterion for questions using a Likert scale, (3) Presentation of Graphs and Diagrams: Bar graphs will be used to illustrate the distribution of respondents' answers regarding attention to halal labeling and show the prioritization of factors for purchasing food or beverages in minimarkets. A pie chart will be used to illustrate the demographics of respondents, (4) Finally, the order of priority will be determined by segmenting the respondents according to the demographics that are prioritized as halal labeling.

4. RESULT AND DISCUSSION

Data Collection

Data for this study was collected using an online questionnaire distributed via Google Forms. Data collection was conducted over a period of one month, from November 10 to December 10, 2024. This questionnaire was designed to explore information related to the importance of halal labeling in consumers' purchasing decisions, taking into account various factors such as age, gender, educational level, and religion.

During the data collection period, a total of 155 respondents successfully provided complete responses. The respondents consisted of various age groups, educational level, and genders, providing a fairly diverse representation for analysis. This study used a non-probability sampling method where respondents were recruited voluntarily after purchasing food or beverage products at convenience stores. The questionnaire consists of two parts, including demographic information (such as age, gender, educational level, and religion) and questions related to the priority of halal labels in food and beverage purchasing decisions.

Respondent Profile Based on Age

The distribution of respondents by age is shown in Table 1.

Table 1. Distribution of respondents by age

Age	Number of Respondents	Percent
12-17 years	31	20,00%
18-24 years	112	72,26%
25-34 years	6	3,87%
35-44 years	4	2,58%
>45 years	2	1,29%
Total	155	100%

The following analysis of the respondent profile based on age reveals that the majority of the 155 respondents fall within the 18–24 age range, constituting 72.26% of the total sample. The 12–17 age group is the second-largest, with 31 respondents (20%). In contrast, the proportion of respondents in the 25–34, 35–44, and >45 age categories is comparatively lower.

Respondent Profile Based on Gender

The distribution of respondents by gender is presented in Table 2 below:

Table 2. Distribution of respondents by gender

Gender	Number of Respondents	Percent
Male	106	68.39%
Female	49	31.61%
Total	155	100%

As indicated by the data in Table 2, there is a substantial disparity in the number of male and female respondents. Of the 155 respondents, 106 (68.39%) identified as male, while 49 (31.61%) identified as female.

Respondent Profile Based on Educational Level

The distribution of respondents by their highest level of educational level is shown in Table 3.

Table 3. Distribution of respondents by educational level

Educational Level	Number of Respondents	Percent
Primary School or Equivalent	10	6.45%
Junior High School or Equivalent	10	6.45%
Senior High School or Equivalent	111	71.61%
Diploma (D1/D2/D3)	1	0.65%
Bachelor's Degree (S1)	22	14.19%
Master's Degree (S2)	1	0.65%
Total	155	100%

The distribution of respondents' education levels indicates that the majority have

completed Senior High School or an equivalent program, totaling 111 individuals (71.61%). This is followed by respondents with a Bachelor's degree (S1), amounting to 22 individuals (14.19%). Respondents with an education level of Primary School or an equivalent program and Junior High School or an equivalent program each represent the same number, 10 individuals (6.45%). A negligible proportion of respondents have obtained a Diploma (D1/D2/D3) or a Master's degree (S2), with only one respondent each (0.65%). This suggests that the majority of respondents are within the secondary to undergraduate education levels.

Respondent Profile Based on Religion

The study's respondents are exclusively Muslim, comprising a total of 155 individuals, representing 100% of the sample. This finding suggests a high degree of homogeneity among the respondents with regard to their religious affiliation. It is plausible that this homogeneity is influenced by the geographical or demographic context of the specific minimarket in Palembang, where the majority of the population is Muslim.

Data processing

The collected data from respondents will be analyzed to identify the extent to which the halal label influences purchasing decisions. This analysis seeks to provide insights into consumer preferences for halal-certified products, which can serve as a reference for improving marketing strategies and meeting consumer needs.

Tabel 4. Respondents' purchase priority order

Category	Order				Total
	1	2	3	4	
Price	45	35	43	32	155
Taste	17	79	51	8	155
Halal Label	80	28	37	10	155
Brand	13	13	24	105	155
Total	155	155	155	155	

As indicated by the findings presented in Table 4, which is derived from a survey assessing the significance of the halal label, the halal label factor emerged as the primary consideration in purchasing decisions, as indicated by 80 respondents. This observation suggests that a

significant proportion of respondents place considerable emphasis on the halal label when making purchasing decisions for food or beverage products in minimarkets. Price emerged as a significant factor, with 45 respondents ranking it as their primary consideration, though its impact was less pronounced than that of the halal label. This suggests that while price remains a relevant factor, it does not wield the same level of dominance as the halal label.

The taste factor emerged as the second most significant element, with 79 respondents designating it as their paramount concern, underscoring its importance beyond price and halal certification. In fourth place, brand emerged as the least prioritized factor in purchasing decisions, with 105 respondents ranking it as their least preferred choice. This suggests that while brand does possess some influence, it is not as dominant as the halal label, taste, and price.

The survey results indicate that the halal label is a predominant factor in food and beverage purchasing decisions within minimarkets, particularly among respondents who are Muslim. A significant proportion of respondents, 51.6%, identified the halal label as the paramount consideration, underscoring the significance placed on products being in accordance with religious principles. This suggests a high level of awareness and consideration of religious dietary restrictions. While factors such as taste and price do influence purchasing decisions, they are less significant than the halal label in determining consumer behavior. This finding underscores the role of the halal label as a pivotal factor in consumer decision-making, particularly among Muslim consumers, who prioritize both their taste preferences and their religious beliefs when making purchasing choices. The following graph 1 illustrates this results.

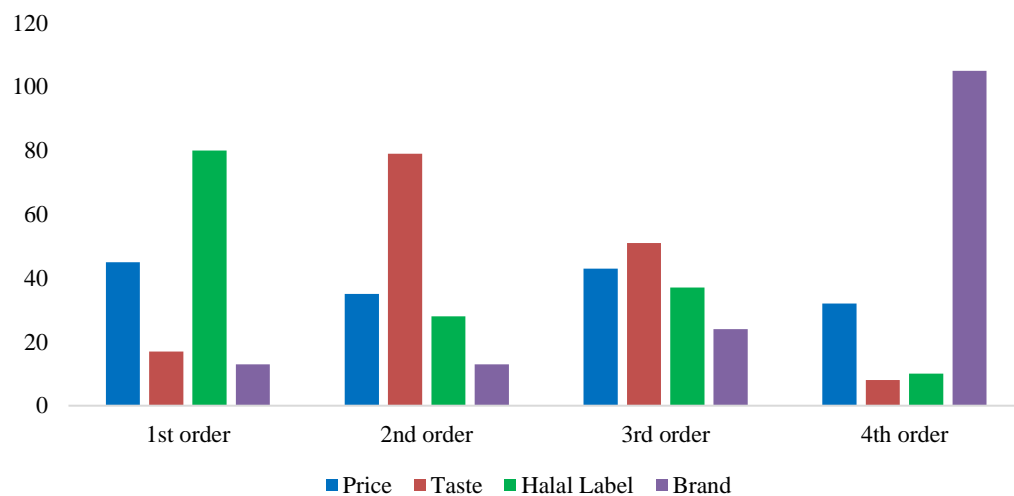


Figure 1. Respondents' purchase priority order

Furthermore, an in-depth analysis was conducted regarding the priority of the halal label in the selection of food and beverage products by considering several demographic variables, namely the gender category, age, religious background, and education level of respondents. This analysis aims to identify differences in preference patterns for halal labels between these groups, as well as to explore the factors that influence purchasing

decisions for halal products based on the characteristics of the individuals concerned.

Halal Prioritization by Gender

Table 5. Halal priorities by gender

Gender	Order				Total
	1	2	3	4	
Male	54	23	21	8	106
Female	26	5	16	2	49
Total	80	28	37	10	155

Based on the data in Table 5, it can be seen that there are two groups based on gender, namely male and female, who give different priorities to food and beverage products based on halal criteria. Of the total 106 male respondents, 54 people (50.49%) made the halal label a top priority in choosing food and beverage products. Meanwhile, of the 49 female respondents, 26 people (53.06%) also placed the halal label as the main factor influencing purchasing decisions. As a second priority, 23 men (21.70%) chose halal products, compared to 5 women (10.20%). This data shows an interesting difference in preference patterns between the two gender groups.

Halal Prioritization by Age

Table 6. Halal priorities by age

Age	Order				Total
	1	2	3	4	
12-17 years	16	3	10	2	31
18-24 years	58	22	24	8	112
25-34 years	5	1	0	0	6
35-44 years	1	1	2	0	4
>45 years	0	1	1	0	2
Total	80	28	37	10	155

The data shows that the selection of halal products has different priorities in each age group. The 12-17 age group demonstrated a significant emphasis on halal, with 51.61% (16 people) of respondents ranking it as the top priority. This trend continued in the 18-24 age group, where 51.79% (58 people) prioritized halal, indicating a strong emphasis on halal considerations within younger demographics. The 25-34 age group also exhibited a high regard for halal, with 5 people (83.33%) prioritizing it. While the sample size for older age groups was limited, the data suggest that halal criteria remain an important consideration across all age demographics, albeit with varying degrees of emphasis.

Halal priorities based on education level

Table 7. Halal priorities based on education level

Education Level	Order				Total
	1	2	3	4	
Primary School	7	1	2	0	10
Junior High School	3	1	4	2	10
Senior High School	57	23	24	7	111
Diploma	0	1	0	0	1
Bachelor's Degree	12	2	7	1	22
Master's Degree	1	0	0	0	1
Total	80	28	37	10	155

The respondents' level of education has been shown to influence their priorities in choosing food and beverage products based on halal criteria. The following is a summary of findings based on education level:

1. Primary School/ equivalent (10 respondents)
The majority of these respondents (7 respondents) placed halal as the top priority, indicating that halal criteria are of significant importance to this group.
2. Junior high school/ equivalent (10 respondents)
The distribution is more balanced, with three respondents ranking halal as their top priority, while the remaining respondents allocated their preferences to different tiers, ranging from second to fourth place.
3. Senior High school/ equivalent (111 respondents)
The majority of respondents selected first place (57 respondents), while numerous respondents selected second to fourth place, indicating that while halal is considered important, other factors are also taken into consideration.
4. Diploma (D1/D2/D3) (1 respondent)
One respondent selected second place, indicating that halal criteria remain significant, though not predominant, in this group.
5. Bachelor (S1) (22 respondents)
The majority of respondents selected first place (12 respondents), while others demonstrated a more varied preference, choosing second to fourth place. This suggests that, in this group, halal criteria are being given careful consideration, though they may not yet be the dominant factor.
6. Master degree (S2) (1 responden)
Only one respondent from this group continued to consider halal, albeit in limited numbers.

The data demonstrate that halal criteria remain the top priority across most education levels, although as education levels increase, other factors begin to influence decisions.

Discussion

Importance of Halal Labeling Based on Educational Level

Respondents with a high school educational level, primarily comprising young adults entering the workforce or pursuing higher

education, demonstrated a notable level of awareness regarding halal products. This finding aligns with previous research by Muzdalifah & Almuin, (2023), which emphasizes the role of knowledge, attitudes, subjective norms, and behavioral control in shaping halal consumption intentions among Muslim consumers. Purchase interest in halal products, as defined by Kusumastuti, (2020), encompasses the desire and intention to acquire products that adhere to Islamic dietary guidelines. Huda et al., (2018) further corroborate this by highlighting the influence of knowledge, attitudes, and religious commitment on the purchasing behavior of students towards halal products. Collectively, these findings underscore the significance of educational background in shaping consumer awareness and preference for halal products.

Importance of Halal Labeling Based on Age

The findings revealed a strong correlation between age and the prioritization of halal labels. Notably, younger age groups (12-17, 18-24) and the 25-34 age group demonstrated a high level of awareness and preference for halal products. In the 12-17 age group, 51.61% of respondents ranked halal as the top priority, while in the 18-24 age group, this figure rose to 51.79%. The 25-34 age group exhibited the highest level of priority, with 83.33% of respondents placing halal as the top consideration. These findings suggest a growing awareness and acceptance of halal principles among younger generations, likely influenced by factors such as increased religious education, growing health consciousness, and the emergence of a more selective and ethical consumer lifestyle (Julianti et al., 2024).

Importance of Halal Labeling Based on Religion

The survey results unequivocally demonstrate the dominant role of halal considerations among Muslim respondents. A significant majority (51.6%) of Muslim respondents prioritized halal as the most important factor in their purchasing decisions. This finding aligns with the research of Esa et al., (2021). Ihsana et al., (2021), and Muhamad et al., (2023), which collectively emphasize the significant influence of religious beliefs on consumer perceptions

and purchasing decisions regarding halal products. The data clearly indicates a strong preference for halal products among Muslim consumers, highlighting the critical role of religious conviction in shaping their consumption choices.

The Importance of Halal Label Based on Gender

Gender differences do not contribute significantly to respondents' perceptions of the halal label in purchasing decisions. This can be seen from the results of data analysis, where out of a total of 106 male respondents, 54 respondents (50.49%) placed the halal label as the top priority in choosing food and beverage products. Meanwhile, of the 49 female respondents, 26 respondents (53.06%) also showed a similar preference, placing the halal label as the main factor influencing purchasing decisions. Although there is a slight percentage difference between the two groups, this result indicates that gender is not a major determinant in the assessment of the importance of halal labeling, as both men and women show relatively equal attention to this aspect. This finding indicates that gender is not a significant moderating variable in influencing consumers' assessment of the importance of halal certification.

This study confirms that the halal label is a key factor in purchasing decisions under certain criteria. Previous research by Rizquina (2023) found a significant difference in sales between halal-labeled and non-halal products, with halal-labeled products showing higher sales volumes. However, non-halal products tend to have a higher average price. Cross-country analysis indicates significant differences in halal and non-halal product sales across most countries. However, in certain cases, such as Indonesia-Singapore and Malaysia-Singapore, no significant difference was observed in non-halal product sales (Dwicahyo, 2023). This suggests that demand for halal products is stronger in Muslim-majority countries, while other factors may influence purchasing decisions in countries with a Muslim-minority population. The findings of this study provide strategic insights for the halal industry to refine its market approach. Since Muslim consumers place significant importance on halal

certification, companies should ensure strong branding, transparent supply chains, and recognized certification to build trust. Additionally, the industry can optimize pricing strategies by maintaining affordability while promoting the ethical and quality aspects of halal products. Lastly, in non-Muslim-majority markets where halal and non-halal product sales show minimal differences, businesses can expand their reach by emphasizing hygiene, safety, and ethical consumption to attract a broader consumer base.

5. CONCLUSION

Based on the research findings, it can be concluded that halal labeling plays a crucial role in influencing Muslim consumer purchasing decisions. The results indicate that consumers generally prefer products that feature a halal label, as it provides them with a sense of assurance regarding the product's compliance with Islamic dietary laws and principles. Halal certification is seen not only as a mark of religious adherence but also as a symbol of trust in the product's quality and safety. Furthermore, the significance of halal labeling is shaped by various demographic factors, including education, age, religion, and gender. The study highlights that consumers, particularly those from younger age groups and higher educational backgrounds, exhibit a heightened awareness of halal certification, making it a critical consideration when choosing products. This trend reflects the growing demand for halal products, especially among more educated and younger consumers who are increasingly conscious of aligning their purchasing choices with their religious values. In conclusion, halal labeling is not just a regulatory requirement, but a key determinant that influences the purchasing behavior of Muslim consumers across various demographic segments. Moreover, the findings suggest that while halal labeling is a significant factor in purchasing decisions, its influence may vary depending on regional and market contexts. In Muslim-majority countries, the demand for halal-certified products remains dominant, whereas in regions with a Muslim-minority population, other factors such as price, brand reputation, and perceived quality may play a more substantial role. This highlights the need for businesses to adopt a strategic approach in

positioning halal products, tailoring marketing efforts to specific consumer segments based on their demographics and cultural backgrounds.

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