

MOBILE COMMERCE (M-COMMERCE) AS A CATALYST FOR BUSINESS GROWTH

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Abstract

This article focuses on m-commerce as a catalyst for business growth in one of the online sales outlet (Jumia Nigeria). The objective of the study was to examine the relationship and the impact of mobile commerce on business growth. The population used for the study involves traders on Jumia Nigeria. Simple random sampling technique was used to select 120 respondents and questionnaire was the instrument employed. Descriptive statistics such as mean, standard deviation was used to analyse the data. Pearson's Product Moment correlation was used in drawing conclusion. The outcome disclosed that as the rate of mobile commerce increases, it affects the rate of business growth as well. The results further show that mobile business has a significant impact on business growth. It also revealed that the challenges that significantly

influence mobile commerce include, lack of sufficient funds; market domination by large businesses; mobile commerce is not so much of complications to use; user interface on mobile is limited in resolution; lack of security; high cost of internet access; and poor quality of network service. It was therefore recommended that there is a need for m-commerce awareness and this can be done by responsible organisations providing information on m-commerce, particularly due to best practices, success stories, opportunities and obstacles related to its use. Also, the government and the regulators should ensure they come up with consumer protection laws as this will boost the confidence of potential consumers in engaging in m-commerce activities.

Keywords: Mobile Phone, Business, Growth

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Introduction

It is no longer new to all and sundry that the Internet has staged significant position in our daily lives and activities; the Internet is now a medium for services instead of just an immobile repository of information, besides the new role of the Internet, we are witnessing rapid progress in the usage of wireless and handheld technologies. Telecom organisations are offering new opportunities to users over mobile procedures such as cellular phones and personal digital assistants and reading emails and sending SMS messages between cellular phones is not new phenomenon but natural. Mobile Commerce is the new development and is expected to drive the future enlargement of e-commerce, by being able to transact business over mobile devices which is an important step towards achieving anywhere and anytime paradigm.

M-Commerce is an acronym of Mobile Commerce that is seen as any transaction, involving the transfer of ownership or rights to use goods and services, which is initiated and completed by using mobile access to computer-mediated networks with the help of an electronic device. Mobile- Commerce is the subset of e-commerce, which includes all e-commerce transactions, carried out using mobile or handheld devices (Golden, & Regi, 2013; Sharma, 2009).

M-Commerce involves both buying and selling of items using the wireless devices like cell phones, personal digital assistants and other hand held devices at a near zero-cost method which is entirely depended on internet access. Mobile Commerce includes all activities, directly or indirectly that facilitate exchange of goods and services through mobile telephony; before the advent of the electronic age, commerce used to be distinct by the physical presence of both the

buyer and the seller, however, the recent internet presence is constantly promising computing and communications technologies like mobile phones that have been redefined for the business of banking and commerce. Traditional boundaries and geographical locations are no longer a barrier and new opportunities have been made for banks and commercial organisations to reach and service the more and more informed and empowered customer base; this new practice is now another means and suitable way of performing business worldwide, this groundbreaking technique of doing business has broken down the environmental and literary boundaries of market where people initially visited markets to buy or sell (Obe & Balogun, 2007; Okolo, Ani & Ofoegbu, 2014). By using M-Commerce, mobile applications, high-speed services can be accessed through the advanced devices that can be applied remotely wherever and at anytime. Ibam, Boyinbode & Afolabi (2018) concluded in their study that e-commerce has made positive impact on the African economies however, lack of trust on business within and without the continent is a challenge and so the study advised that investment in e-commerce infrastructure in Africa (especially in Nigeria) will lead to swift economic growth in the continent. M-Commerce is an advanced technology of e-commerce due to time and space limitation which are removed and something can be acquired at any given time they are needed. Mobile commerce has engrossed enormous traffic due to its exclusive features and the crucial idea at the root of m-commerce is that it is a pocket friendly shopping experience to the consumers (Afshar, Jahanshahi & Asghar, 2012; Khaliq, 2020). It indicates that people will no longer be limited from completing their transactions anytime and this is possible because the internet and the phone are in the owners' possession at less cost.

Nigeria a part of African country with over 200,000,000 Nigeria is Sub-Saharan Africa's largest economy that depends greatly on oil

as its chief source of foreign exchange earnings as well as government revenues even if she is also rich in other natural resources as; natural gas, petroleum, tin, iron ore, coal, limestone, niobium, lead, zinc and arable land; the speed in which M-commerce became popular in Nigeria is fascinating given the number of the users due to the convenience of the usage alongside the logical prices of the goods and services online as well as the relieve of buying items without moving around because the stress of going to shopping malls in such places as Lagos, Port-Harcourt, Abuja, Calabar, Ibadan, Kaduna and Kano with the high rate of traffic which have population density is very tensed.

Mobile commerce is fast becoming increasingly popular in Nigeria due to the convenience it offers and the logical prices of goods and services available online. Visiting stores can be quite stressful especially in cities such as. The comfort of ordering for products from mobile phone has enhanced the growth of mobile commerce significantly in Nigeria but the introduction of online retail stores such as Jiji.com, Konga.com, Jumia.com, as well as other online shopping platforms have to turn a feasible choice for modern day Nigerians like their counterparts, Amazon, eBay and Aliexpress. Olasanmi, (2019) cited Philips Consulting Online Shopping Report, informed that Nigeria records over One-Billion-Naira worth of transactions monthly with over 500 orders per day, this is a huge financial breakthrough.

M-Commerce is considered to be motivating transformation in the way business is performed in many industries most especially in the telecommunications, information technology, media and financial services, it is highly essential due to how the expansion of the internet goes further than the static terminal of the PC, or the television, for more quick, anytime, anyplace and anywhere context. M-commerce should not be viewed as e-commerce with limitations, but rather as a unique form of e-commerce with its own unique benefits (Scornavacca & Barnes, 2006); but m-commerce is not a replacement

for PCs; it is but new and greater powerful way to communicate with customers. Ubiquity, intimacy, time sensitivity and location awareness are key concepts that make mobile commerce so different from traditional e-commerce (Paavilainen, 2002). The other difference between m-commerce and e-commerce is the opportunity to connect information with objects in a more direct way than has been possible until now as it lets millions of people the entrance of web information services wherever they go; although the study of Kareem, Owomoyela & Oyebamiji, (2014) “the impact of e-commerce on business performance with particular reference to the selected supermarkets in Ibadan metropolis” proved that e-commerce adoption has significant impact on service operations, cost operation reductions and profit levels. Khan & Uwemi (2018) contrasting the previous studies, the study was concerned with the opinion of the e-commerce operators’ along with that of customers and it was interestingly disclosed by the customers and operators that the policy makers should design policies or plans to address the raising needs of the e-commerce customers in Nigeria. (Yeo & Huang, 2003). Mobile is a suitable way for accessing communications mainly because of positioned mobile network is not just cost-efficient but it provides superior suppleness and convenience to its subscribers than landline telephone (Sanjay, 2007). Again the advent of the mobile phone along with the internet, is incessantly bringing with it so many novelties and one of such has been the emergence of mobile commerce, which to a very large extent makes payment for goods and services not only quite convenient but also lithe for today’s increasingly digitally confidence consumers; it seem to be another gold rush after e-commerce (Bang, Han, Animesh, & Hwang, 2013; Hsieh, 2007).

The recent Nigerian GSM technology introduction helped to enhance the marketing idea of mobile commerce and its performance that certain banks and other financial

establishment as well as other service providers brought the idea of mobile commerce into their customer service accessibility options. The key contributors to economic and business growth as measured by the GDP as an official statistical bulletin signifies that none has experienced exceptional growth like that of the telecommunication sector in Nigeria (Okolo, et al, 2014). This innovation is amazing as it was not how business is conducted several years ago and is not confined to Nigeria, as (Zibi, 2013) succinctly pointed out that “the impact of the African mobile explosion has outsized the economy with the sector accounting for between 5% and 10% of GDP in many African countries. It therefore indicates that communication undoubtedly, a foremost pivotal for the business growth which is the emerging trend in socio-economic growth that confirms a soaring premium being placed on Information and Communication Technology (ICT) in the homes, organisations and nations (Ijewere & Gbandi, 2012).

Growth is expected phenomenon in any business, as its continued existence basically depends on its power to partake in the market alongside other organisations which hinders the possibility of eradication of small businesses (Rauch & Rijskik, 2013). According to Penrose (2006), growth is the product of an inner course in the improvement of venture and an increase in worth and increase; hence Dobbs & Hamilton (2007) posit that “Growth is defined as a change in size during a determined time span”; it is apparent that every organisation must growth irrespective of its size at the initial stage. Business growth means rising sales volume, resources, net profits and the likelihood of been at advantage of the scale of economies which will increase profits at long run. The rate decline is essential if the industry is rising rapidly as the competitors are using price war in order to boost their market allocations. There are two sets of thought prevailing among researchers; some suggest that the growth path followed by the enterprise is

linear or predictable, and others suggest that the growth is fairly opportunistic term or unpredictable (Gupta & Guha, 2013). Growth-oriented organisations have a significant contribution in a nation's economic gain, but the concept of growth is different for different entrepreneurs. Growth can be defined in terms of revenue generation, value addition, and expansion in terms of volume of the business. It can also be measured in the form of qualitative features like market position, quality of product, and goodwill of the customers (Gupta & Guha, 2013). Whilst learning the growth of an organisation, it is necessary to recognize the notion of ‘the business’ as well; the understanding of the growth of a business enterprise relies on the description of what the business is, how much it has fully fledged, its offerings to the market, the resources it controls and its lawful structure. One set of theories see the influence of enterprise size and age on growth, and the second set deals with the influence of unstable such as approach, organization, and the kind of the business owners on growth of the enterprise. (Mateev & Anastaso, 2010) argue that an organisation's growth is related to dimension and other detailed quality like financial arrangement and efficiency and that the whole assets that is, one of the measures of the venture volume has a direct force on the sales proceeds, but the number of employees, investment in R & D and other insubstantial assets do not much power on the growth predictions (ibid).

The problem associated to this paper is the issue of physical safety of the deliverymen who will deliver the goods in good condition as well as the customers’ financial safety that is susceptible to the external hackers. This study is conducted to answer the pertinent research questions to be able ascertain whether the use of M-commerce brings about a business growth or not. Such questions as what is the gender of the founder, the amount of capital required at the time of starting the business, and growth strategy of the enterprise are very important factors in predicting

growth in an enterprise. These have further highlighted that apart from human capital resources, the growth of an enterprise relationship between mobile commerce and business growth and how has mobile commerce impacted business growth in JUMIA Nigeria. The objective of the study is to find the challenges of mobile commerce on business growth.

While M-Commerce covers a wide variety of transactions, they can all be categorized as one of the four

Types: Mobile shopping is now possible through mobile optimized websites, dedicated apps, and even social media platforms like facebook, Instagram or pinterest that allow in-app purchases or linking to online stores (bigcommerce.com). This allows mobile banking that does not deal with physical cash as it lessen the cost of handling transactions and the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. This is known as mobile payment (also referred to as mobile money, mobile money transfer, and mobile wallet) generally refer to payment services operated under financial regulation and performed through mobile phones. The study of Harriet (2018) divulges that mobile payment services emerge to have more benefaction than retail activities. Mobile transfers have widened means of financial payments and the competence has won the trust of users; Osakwe & Okeke (2016)

examined the factors facilitating M-Commerce growth in Nigeria through mobile Money (mMoney) usage, the study is done to tackle the issue of perceived usefulness of mMoney service and significant features such as affordability, convenience, branch bank distance, concern for ease of use, phone network failure, perceived trust, risk as well as perceived regulator assurance in the Nigerian context, including its pivotal importance to laying a solid foundation for m-Commerce growth in Nigeria and similar Sub-Saharan African.

The table below is a report to confirm the fact that numbers of users of Internet within the African settings and it shows that the users increased tremendously as this year 2020. Obe & Balogun (2007) study and considered the enabling technologies and emerging applications of mobile commerce in Nigeria, the study predicted the future of M-Commerce in Nigeria that the use of Personal Digital Assistants (PDAs) will continue to ascend, mobile workers will be more prevalent, networks will be wireless in five to ten years, M-Commerce will supplant E-commerce, WAP gateways will be extensively employed by organisations in Nigerian because the cost of accessing this mobile services will shrink very much thereby linking the digital divide in Nigeria.

The table below reveals the statistics of internet users in Nigeria which proved to be very high.

AFRICA 2020 POPULATION AND INTERNET USERS STATISTICS						
<u>AFRICA</u>	Population (2020 Est.)	Internet Users 31-Dec-2000	Internet Users 31-DEC-2019	Penetration (% Population)	Internet Growth % 2000 - 2020	Facebook subscribers 31-DEC-2019
<u>Algeria</u>	43,851,044	50,000	25,428,159	58.0 %	50,756 %	19,000,00
<u>Angola</u>	32,866,272	30,000	7,078,067	21.5 %	23,493 %	2,244,00
<u>Benin</u>	12,123,200	15,000	3,801,758	31.4 %	25,245 %	920,00
<u>Botswana</u>	2,351,627	15,000	1,116,079	47.5 %	6,455 %	830,00
<u>Burkina Faso</u>	20,903,273	10,000	3,704,265	17.7 %	36,942 %	840,00

<u>Burundi</u>	11,890,784	3,000	1,154,568	9.7 %	38,385 %	450,00
<u>Cabo Verde</u>	555,987	8,000	352,120	63.3 %	4,302 %	240,00
<u>Cameroon</u>	26,545,863	20,000	6,128,422	23.1 %	30,542 %	2,700,00
<u>Central African Rep.</u>	4,829,767	1,500	655,466	13.6 %	43,597 %	122,10
<u>Chad</u>	16,425,864	1,000	1,027,932	6.3 %	102,693 %	328,00
<u>Comoros</u>	869,901	1,500	178,500	20.5%	11,800 %	178,50
<u>Congo</u>	5,518,087	500	732,800	13.3 %	146,460 %	732,80
<u>Congo, Dem. Rep.</u>	89,561,403	500	7,475,917	8.3 %	1,495,083 %	3,117,00
<u>Cote d'Ivoire</u>	26,378,274	40,000	11,953,653	45.3 %	29,784 %	4,758,00
<u>Djibouti</u>	988,000	1,400	548,832	55.5 %	39,102 %	211,70
<u>Egypt</u>	102,334,404	450,000	49,231,493	48.1 %	10,840 %	42,400,00
<u>Equatorial Guinea</u>	1,402,985	500	356,891	25.4 %	71,278 %	100,60
<u>Eritrea</u>	3,546,421	5,000	293,343	8.3 %	5,766 %	21,90
<u>Eswatini</u>	1,160,164	10,000	665,245	57.3 %	6,552 %	255,20
<u>Ethiopia</u>	114,963,588	10,000	20,507,255	17.8 %	204,972 %	6,007,00
<u>Gabon</u>	2,225,734	15,000	1,307,641	58.8 %	8,617 %	743,00
<u>Gambia</u>	2,416,668	4,000	442,050	18.3 %	10,951 %	370,10
<u>Ghana</u>	31,072,940	30,000	11,737,818	37.8 %	39,026 %	4,900,00
<u>Guinea</u>	13,132,795	8,000	2,411,672	18.4 %	30,046 %	2,008,00
<u>Guinea-Bissau</u>	1,968,001	1,500	250,000	12.7 %	16,567 %	140,00
<u>Kenya</u>	53,771,296	200,000	46,870,422	87.2 %	23,335 %	7,000,00
<u>Lesotho</u>	2,142,249	4,000	682,990	31.9 %	16,975 %	445,60
<u>Liberia</u>	5,057,681	500	624,610	12.3 %	124,822 %	537,00
<u>Libya</u>	6,871,292	10,000	5,100,000	74.2 %	50,900 %	5,094,00
<u>Madagascar</u>	27,691,018	30,000	2,643,025	9.5 %	8,710 %	2,317,00
<u>Malawi</u>	19,129,952	15,000	2,717,243	14.2 %	18,015 %	500,20
<u>Mali</u>	20,250,833	18,800	12,480,176	61.6 %	66,284 %	1,670,10
<u>Mauritania</u>	4,649,658	5,000	969,519	20.9 %	19,290 %	796,90
<u>Mauritius</u>	1,271,768	87,000	852,000	67.0 %	879 %	852,00
<u>Mayotte (FR)</u>	272,815	n/a	107,940	39.6 %	n/a	91,40
<u>Morocco</u>	36,910,560	100,000	23,739,581	64.3 %	23,639 %	18,330,00
<u>Mozambique</u>	31,255,435	30,000	6,523,613	20.9 %	21,645 %	2,448,00
<u>Namibia</u>	2,540,905	30,000	1,347,418	53.0 %	4,391 %	692,40

<u>Niger</u>	24,206,644	5,000	2,781,266	11.5 %	55,525 %
<u>Nigeria</u>	206,139,589	200,000	126,078,999	61.2 %	62,939 %
<u>Reunion (FR)</u>	895,312	130,000	553,000	61.8 %	325 %
<u>Rwanda</u>	12,952,218	5,000	5,981,638	46.2 %	119,532 %
<u>Saint Helena (UK)</u>	6,077	n/a	2,300	37.8 %	n/a
<u>Sao Tome & Principe</u>	219,159	6,500	63,864	29.1 %	882 %
<u>Senegal</u>	16,743,927	40,000	9,749,527	58.2 %	24,274 %
<u>Seychelles</u>	98,347	6,000	71,300	72.5 %	1,088 %
<u>Sierra Leone</u>	7,976,983	5,000	1,043,725	13.1 %	20,774 %
<u>Somalia</u>	15,893,222	200	1,705,300	10.7 %	852,550 %
<u>South Africa</u>	59,308,690	2,400,000	32,615,165	55.0 %	1,259 %
<u>South Sudan</u>	11,193,725	n/a	887,722	7.9 %	n/a
<u>Sudan</u>	43,849,260	30,000	13,124,100	29.9 %	43,647 %
<u>Tanzania</u>	59,734,218	115,000	23,142,960	38.7 %	20,024 %
<u>Togo</u>	8,278,724	100,000	1,011,837	12.2 %	912 %
<u>Tunisia</u>	11,818,619	100,000	7,898,534	66.8 %	7,798 %
<u>Uganda</u>	45,741,007	40,000	18,502,166	40.4 %	46,155 %
<u>Western Sahara</u>	597,339	n/a	28,000	4.7 %	n/a
<u>Zambia</u>	18,383,955	20,000	9,870,427	53.7 %	49,252 %
<u>Zimbabwe</u>	14,862,924	50,000	8,400,000	56.5 %	16,700 %
TOTAL AFRICA	1,340,598,447	4,514,400	526,710,313	39.3 %	11,567 %
<u>Rest of World</u>	6,456,017,263	82.8 %	4,058,868,405	62.9 %	88.5 %
WORLD TOTAL	7,796,615,710	100.0 %	4,585,578,718	58.8 %	100.0 %

Source: Internet World Stats – www.internetworldstats.com.html

Table 1: Internet Users Statistics for Africa (Africa Internet Usage, 2020 Population Stats and Facebook Subscribers)

Technology Acceptance Model (TAM) (Davis, 1989) propounded by Davis in 1989 is an renowned theorist in the field of IT and IS research. TAM is a theoretical extension of TRA (Jurevičiūtė, 2011), many empirical assessment have established TAM is a strong model in terms of technology acceptance for variety of IT-related fields (Eze, 2008). Principal reason for initiating this model was

to predict the acceptance of IS/IT and analyse problems when potential users use that new technology or system (Chandio, Irani, Abbasi, & Nizamani, 2013). In recent research, TAM has been broadly used to envisage the use of various information technology fields like World Wide Web, word processing software, E-commerce and M-Commerce (Chong, Chan, & Ooi, 2012).

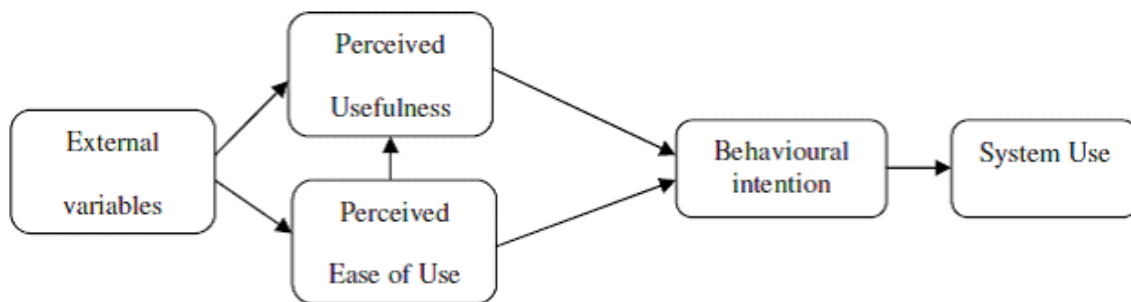
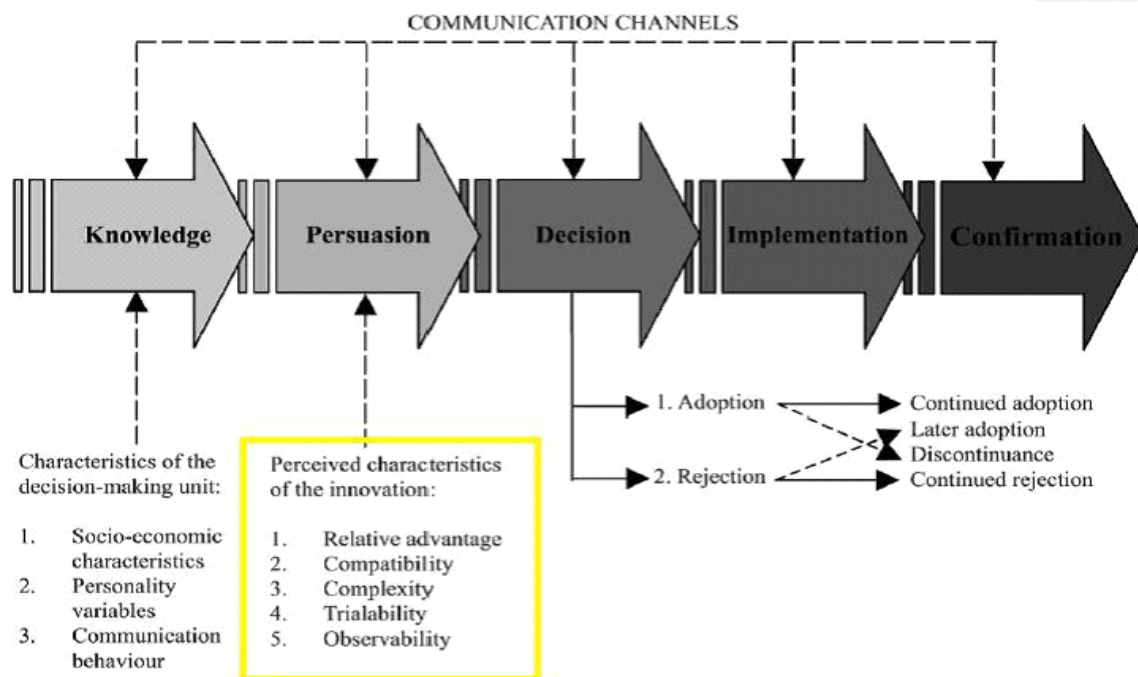


Figure 1: Technology Acceptance Model Source: (Chandio, et al 2011)

As per TAM in figure 1, perceived usefulness, perceived ease of use and attitude influences the behavioural intention of people that pilots towards the real use of the system or technology (Davis, 1989). Rogers E.M presented Innovation Diffusion Theory (IDT) in 1995 and stated that technology diffusion can be intolerant by innovative features like complexity, relative advantage, trainability, compatibility, and observability (Chong et al., 2012). As per IDT, innovation is “an idea, practice or an object which is perceived as new by individual or any other unit of adoption” (Vasileiadis, 2013). Diffusion is “the process in which an innovation is

communicated through certain channels, over time, among the members of social systems” (Wu & Wang, 2005). It is acknowledged that only three key characteristics including complexity, compatibility and relative advantage have the most significant factors in the adoption of innovative products (Koenig-Lewis, Palmer, & Moll, 2010) and for the successful results, IDT has been extensively used by IT and IS researchers (Wu & Wang, 2005). Wu & Wang (2005) argued that there is a tremendous likeness between IDT and TAM in some constructs and both theories supplement each other.



Source: Sahin & Rogers, 2006

Figure 2: Innovation Diffusion Theory

Question 1: What is the relationship between mobile commerce and business growth?

Pearson's Product Moment Correlation (PPMC) was employed to evaluate the relationship between the merged items on mobile commerce and on business growth.

Question 2: How has mobile commerce impacted business growth in Nigeria?

To answer this research question, descriptive statistics was used to analyse the items on the

impact of mobile commerce on business growth in Nigeria?

The results obtained were presented in mean and standard deviation.

Using the 4-points Likert scale (SD+D+A+SA), which is replaced with 1+2+3+4, the acceptable mean score is 10 divided by 4, which is 2.5. Hence, any item with mean score 2.5 and above was acceptable as an impact of mobile commerce on business growth as presented in the table below:

Descriptive Statistics for Relationship between Mobile Commerce and Business Growth

	Mean	Std. Deviation	N	R	p	Remark
MOBILE COMMERCE	3.32	0.41	106	0.39	0.00	Significant
BUSINESS GROWTH	2.83	0.89	106			

The results obtained from Table 4.3 shows that the relationship between mobile commerce and business growth is a positive relationship ($r = 0.39$). This probably

suggests that as the rate of mobile commerce increases, the rate of business growth also increases.

Descriptive Statistics for Impact of Mobile Commerce on Business Growth in JUMIA Nigeria

Items	N	Mean	Std. Deviation
It has made me to be better informed about how to do business	106	2.99	1.10
Online business with Jumia has increased my sales tremendously	106	2.91	0.85
My business has expanded because of mobile commerce with Jumia	106	2.85	1.07
More people now patronize me since I started with Jumia	106	2.81	0.78
Online business with Jumia has made me record increase in profit	106	2.81	1.04
Goods (stocks) are always available in my store so as to satisfy online customers	106	2.74	1.14
It has earned me recognition among my competitors	106	2.70	1.11

The result obtained shows that all identified items were accepted impact of mobile commerce on business growth. In order, they are: It has made me to be better informed about how to do business (mean= 2.99); Online business with Jumia has improved my sales immensely (mean= 2.91); My business

has expanded due to m-commerce through Jumia (mean= 2.85); More people now patronise me since I joined force with Jumia, and Online business with Jumia earned me increase in profit (Mean= 2.81, each); Goods (stocks) are always available in my store so as to satisfy online customers (2.74); and lastly,

It has earned me recognition among my competitors.

This study examined the relationship, impact and challenges of mobile commerce on business growth with particular reference to JUMIA Nigeria. It can be deduced from the investigation of the data for research question one the outcome confirmed that the relationship between mobile commerce and business growth is a positive relationship this implies that as the rate of mobile commerce increases, the rate of business growth also increases. This is in line with the study of Dobbs & Hamilton (2007) which posit that growth is viewed as an alteration in size during a resolute time duration also the study of Gupta & Guha, (2013) affirm that growth is seen in terms of revenue generation, value addition, and expansion in terms of volume of the business. It can also be measured in the form of qualitative features like market position, quality of product, and goodwill of the customers. From the research question two, the result obtained showed that all the items identified in the questionnaire were recognized as impact of mobile commerce on business growth. So it can be said that the adoption of mobile commerce by Nigerian organisations will increase sales volumes, improve service operations, expand business base, gain advantage over competitors, and increase profit levels. These findings support the view that m-commerce significantly enhances the growth of business organisations.

This study suggests that there is a need to communicate the benefits of m-commerce to those organisations that are yet to implement online business especially during the pandemic period which will hinder physical contact of many people tramping into market places and malls since there is no vaccine for the epidemic yet and the best offered solution is to keep safe by distancing oneself. Also education sector can teach online in order to avoid the effect of unforeseen circumstances in the case of the COVID-19 pandemic wrecking the world at large that led to lockdown of worldwide.

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