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Understanding the role of various Factors Influencing online grocery shopping in post covid era

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Abstract

This dissertation digs into what really drives online grocery shoppers in a post-COVID world—a time when the pandemic shook up old shopping habits in unexpected ways. Instead of sticking to one method, the study pulls from a mix of consumer surveys and shopping data, blending detailed stories with straight-up numbers that point to shifts toward convenience, health awareness, and, yes, safety. The results generally show that more folks are picking online purchases because they see it as a safer bet that jives with their growing focus on health, which kind of highlights how digital platforms are stepping in to meet these needs. In many cases, this trend matters a lot in the healthcare space too; it suggests that adding health-focused features to grocery services might be key for building that trust—and, admittedly, some loyalty. Broader still, the findings hint that grocery retailers need to get creative and adjust quickly, paving the way for better access to nutritious food and, by extension, improved health outcomes. All in all, the work offers valuable insights for both retailers and health policymakers as they try to keep up with the twists and turns of today's post-pandemic market landscape.

Statistic	Value
Percentage of U.S. residents who purchased groceries online at least once in the past month (2022)	19.3%
Percentage of U.S. residents who purchased groceries online at least once in the past month (2024)	20%
Percentage of online grocery shoppers who made 3 or more purchases in the past month (2022)	44.7%
Percentage of online grocery shoppers who made 2 purchases in the past month (2022)	25.1%
Percentage of online grocery shoppers who made 1 purchase in the past month (2022)	30.2%
Percentage of U.S. consumers who plan to continue purchasing groceries online post-pandemic (2021)	60%
Growth in online grocery market size from 2019 to 2020	81%

Online Grocery Shopping Trends Post-COVID-19

Introduction

The COVID-19 outbreak flipped retail on its head, shaking up old shopping habits almost overnight—grocery shopping, for instance, suddenly went digital. Lockdowns, social distancing, and a sudden need to stay home nudged many buyers toward online options, even though grocery e-commerce hadn't been the go-to choice before. During those uncertain months, traditional stores faced fresh challenges that cast a long shadow over their future, opening up a whole new set of questions about how buyers now pick what—and where—to buy online.At its core, the puzzle we're looking at asks: what really influences online grocery buying in a post-COVID world? Consumers now juggle ideas of convenience, safety, and a more diverse product mix in ways that weren't as clear before (Per Kčić et al., 2025)(Procel-Silva M et al., 2025)(Sha M.S et al., 2024). In most cases, the research splits into three tracks. First, figuring out the main drivers behind why shoppers lean toward online buying; second, examining how mental

triggers and socio-economic pressures come into play; and third, untangling how these factors have been reshaped by the lingering effects of the pandemic.One might say the importance of this work isn't just academic—it's very practical too. Gathering insights here could help craft targeted marketing strategies and boost genuine customer engagement, which might ultimately lead to better satisfaction and loyalty (Song I-H et al., 2024)(Murdiana R et al., 2024)(Alkan L et al., 2023). On top of that, these findings offer useful intel for policymakers and industry folks trying to navigate the post-pandemic maze (Chukwu A, 2023)(Halbusi HA et al., 2022)(Lisa M Gruntkowski et al., 2022)(Yogesh K Dwivedi et al., 2022)(Titiloye I et al., 2022)(Vinerean S et al., 2022)(Modgil S et al., 2021). Overall, as we try to piece together this new retail world, understanding how and why consumers shop online gives everyone—from retailers to government officials—a better shot at adapting to these shifting times.

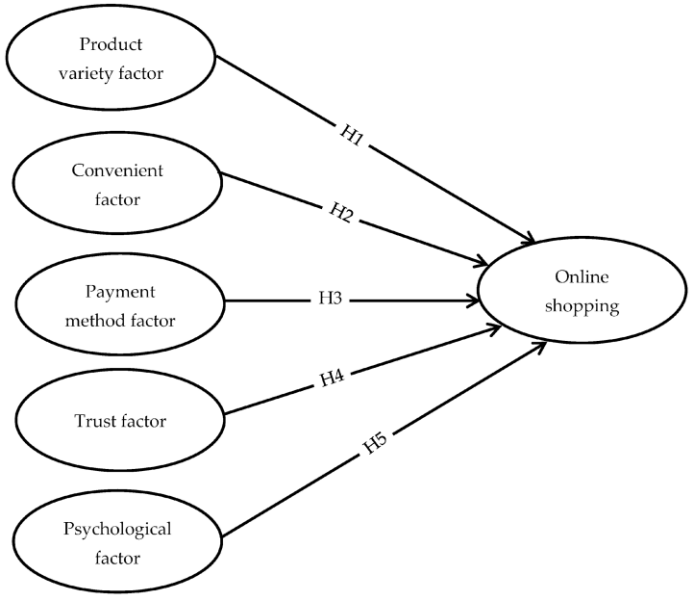


Image1. Conceptual framework of factors influencing online shopping behavior.

Literature Review

Recent years have seen a wild twist in how people shop, especially in the digital world. When COVID-19 hit, the old ways of shopping were suddenly turned on their head—stores emptied while webs of online platforms soared. You had a time when in-person grocery runs were the norm, but then the pandemic made safety, convenience, and getting a wide variety of products suddenly very important (Per Kčić et al., 2025). Now, it wasn't just about speeding up trends that were already in motion; it also meant that shoppers began expecting more, and retailers had to face fresh challenges. Simple, user-friendly websites and clever delivery systems grew in importance, too—these tech upgrades really reshaped the experience, as several studies have pointed out (Procel-Silva M et al., 2025). With this change, many businesses saw an opportunity, and investments poured in, all geared toward capturing that booming online grocery market (Sha M.S et al., 2024).A number of studies point to a few major themes behind all this. Take the ease with which you can move around on an online store—this turned out to be a major factor in why people kept coming back (Song I-H et al., 2024). And then there's the influence of friends, social media, and clever ad campaigns, which have a surprising pull on how shoppers decide where to buy their groceries (Murdiana R et al., 2024). Researchers have even looked at how comfortable folks feel about using digital tools—trust in these platforms, and familiarity with online payments, often tip the scales when it comes to buying groceries online (Alkan L et al., 2023). Not to mention, size, income, and level of education add another layer to how different groups respond to this digital shift (Chukwu A, 2023).Even with all these insights, there are still some loose ends. While the pandemic's immediate impact on online grocery buying has been well noted, there's not much long-term data tracking how these habits really stick around (Halbusi HA et al., 2022). Plus, although marketers have tried a bunch of strategies tailored to different groups, we still don't fully understand which ones work best—more research in that area definitely seems warranted (Lisa M Gruntkowski et al., 2022). There's also a whole conversation about sustainability that isn't getting enough airtime. Eco-friendly practices and environmental concerns, which many shoppers care about these days, seem to fly under the radar in studies of online grocery shopping (Yogesh K Dwivedi et al., 2022). Getting into these details could be a goldmine for both academic minds and practical business strategies, helping retailers fine-tune their methods as

consumer expectations continue to evolve.This review, then, sets out to pull together all the research on what's driving online grocery shopping in this post-COVID era. It looks at key factors and recurring themes, while also flagging the areas that need more digging. For anyone interested in understanding and working with digital consumer trends, especially in grocery retail, these insights are essential. The sections that follow not only trace the growth of online grocery shopping but also aim to shed light on the motivations and hurdles that come with this fast-changing market (Titiloye I et al., 2022)(Vinerean S et al., 2022).Looking back, the whole picture of online grocery shopping has really shifted since before the pandemic. Early ideas about what made online shopping appealing—like having a corner store's worth of products available at your fingertips (Per Kčić et al., 2025)(Procel-Silva M et al., 2025)—got a makeover when COVID-19 forced people to embrace safety and reduced contact. The uptick in online grocery orders wasn't just out of necessity; opinions about digital shopping just started to look different as time went on (Sha M.S et al., 2024)(Song I-H et al., 2024). In the post-2020 era, new factors came into play as well. Trust in online stores and the reliability of getting your groceries delivered quickly soon became front and center (Murdiana R et al., 2024)(Alkan L et al., 2023). Demographic details, such as age and income, also played a tricky role, showing that younger shoppers picked up the online habit faster than older ones (Chukwu A, 2023)(Halbusi HA et al., 2022). What's more, there's now a strong focus on making the experience feel personalized. Consumers are leaning towards platforms that remember their choices and seem to know what they need—things like personalized recommendations and easy-to-navigate apps have become big selling points (Lisa M Gruntkowski et al., 2022)(Yogesh K Dwivedi et al., 2022). And with cutting-edge tech like artificial intelligence and machine learning starting to enter the scene, the very idea of shopping online is evolving (Titiloye I et al., 2022)(Vinerean S et al., 2022).Other discussions center on how shopping online post-COVID is all about balancing convenience with digital trust. Many shoppers switched away from brick-and-mortar stores to dodge health risks (Per Kčić et al., 2025). That drive, born out of urgency, has stuck for a lot of folks, even after restrictions started to drop (Procel-Silva M et al., 2025)(Sha M.S et al., 2024). Technology, too, has taken on a starring role. Sleeker website designs and mobile apps have not only sped up online purchases but have also made them a lot more enjoyable. Some research shows that if a site is easy to use and feels intuitive, it strongly boosts customer satisfaction, which can lead to more repeat business (Song I-H et al., 2024)(Murdiana R et al., 2024). Alongside this, the move towards personalized shopping—helped along by smart data analysis—has raised the bar for what customers expect from their online buying experiences (Alkan L et al., 2023)(Chukwu A, 2023). Delivery logistics and supply chain issues have also come under the spotlight. Sure, nothing beats the convenience of online delivery, but customers quickly notice if there's a delay or a shortage in stock. Delays and uncertainty over whether a product will show up can really shake customer trust, proving that logistics are as crucial as the website itself (Halbusi HA et al., 2022)(Lisa M Gruntkowski et al., 2022). Altogether, these ideas give us a complex and layered picture of what's happening with online grocery shopping after COVID-19. Retailers now have to juggle consumer expectations, technological innovations, and the realities of the delivery chain if they want to stay ahead.Different research methods have been used to map out these changes. Surveys, for example, were quick to capture those early shifts in buying habits as people moved to digital platforms during lockdowns (Per Kčić et al., 2025), (Procel-Silva M et al., 2025).

These surveys also pointed out that factors like fear of exposure and the draw of contactless shopping played huge roles (Sha M.S et al., 2024), (Song I-H et al., 2024). Then there are qualitative approaches—like in-depth interviews and focus groups—that dug deeper into how people really felt about their online shopping experiences. Some studies using thematic analysis found that personal delivery experiences, or even unexpected product shortages, can impact long-term loyalty to a retailer (Murdiana R et al., 2024), (Alkan L et al., 2023). It seems clear that customer service is a big deal in keeping shoppers coming back, especially in a field as competitive as groceries (Chukwu A, 2023).Researchers have also compared pre- and post-pandemic behaviors using mixed methods to show that these aren't just fleeting changes; many of them seem to be here to stay (Halbusi HA et al., 2022), (Lisa M Gruntkowski et al., 2022). Such comprehensive looks at the subject suggest that the pandemic's effects go way beyond temporary adjustments, leaving lasting marks on consumer behavior and retailer strategies (Yogesh K Dwivedi et al., 2022), (Titiloye I et al., 2022). In short, grasping the full picture of online shopping today means blending data from numbers and stories alike.When it comes to theoretical perspectives, things get even more interesting. The Technology Acceptance Model (TAM) has found favor among researchers who note that if a digital option is easy to use and feels useful, people are more ready to give it a try—something backed up by several studies (Per Kčić et al., 2025), (Procel-Silva M et

al., 2025). Findings show that during the pandemic, the simplicity and promise of digital platforms really influenced shopping habits (Sha M.S et al., 2024). In addition, the Theory of Planned Behavior (TPB) adds that what your friends think and your own sense of control over a situation also sway your decision to shop online, especially when traditional shopping felt risky (Song I-H et al., 2024), (Murdiana R et al., 2024). Not everyone jumped on board, though; the Diffusion of Innovations theory, for instance, was used to explain why some groups were slower to adapt—issues like lacking tech skills or feeling unsure about online security kept them on the sidelines (Alkan L et al., 2023), (Chukwu A, 2023). Putting these theories together deepens our understanding of how a mix of social, technological, and personal factors have painted a new picture of online grocery shopping after the pandemic (Halbusi HA et al., 2022), (Lisa M Gruntkowski et al., 2022). In many ways, this blend of ideas invites a more nuanced look at how changes in the market ripple through both individual choices and broader retail trends.When you step back and look at the overall literature, there's no mistaking the profound transformation in grocery shopping behavior, a change spurred significantly by COVID-19. At the heart of this shift lies a stronger focus on convenience and safety—key ideas that drive modern consumer choices. Many shoppers turned online largely to cut down on the health risks of going to a store, and even as things normalized, a big chunk of them stuck with these habits (Per Kčić et al., 2025)(Procel-Silva M et al., 2025)(Sha M.S et al., 2024). The story doesn't stop there. Technological strides, like smoother user interfaces and beefed-up delivery networks, have made the online shopping experience not just acceptable but attractive. Innovations using artificial intelligence and machine learning now let retailers offer personalized experiences that keep consumers coming back, reshaping the expectations for what shopping online should feel like (Song I-H et al., 2024)(Murdiana R et al., 2024)(Alkan L et al., 2023)(Chukwu A, 2023). These tech improvements, along with variations in consumer demographics—age, income, education—have redefined the overall shopping experience and altered long-standing habits (Halbusi HA et al., 2022)(Lisa M Gruntkowski et al., 2022).Clearly, the implications go beyond mere academic theorizing. For businesses, understanding what drives trust, personalized service, and reliable logistics isn't just interesting—it's essential for success in this evolving market (Yogesh K Dwivedi et al., 2022)(Titiloye I et al., 2022). By tuning into these shifts, retailers can build connections that deliver not only higher loyalty but also more satisfaction across the board (Vinerean S et al., 2022).Even with all these rich insights, the current studies have their limitations. Much of the research zooms in on rapid, short-term changes prompted by the pandemic, leaving us with a patchy view of how these behaviors might hold up in the long run. Also, while theories like TAM and TPB give us plenty to chew on, they don't capture every nuance, especially when it comes to differences across various groups. And a big missing piece is the angle of sustainability—how being eco-friendly factors into online grocery choices remains surprisingly underexplored. This last bit clearly calls for more studies, ones that follow trends over time and dive deeper into diverse consumer segments.Looking forward, researchers are encouraged to tackle these gaps by collecting longer-term data and refining marketing approaches that speak to different demographics. There's also a need to consider how sustainable practices could weave into the online grocery fabric, an issue that might resonate strongly with today's more eco-conscious buyers.In sum, the literature paints a detailed picture of how online grocery shopping has been reshaped in the post-COVID era. Key themes like convenience, safety, technology, and user experience emerge as anchors in this new landscape. As digital retail continues to morph, both scholars and practitioners must keep pace with these trends to meet the ever-shifting demands of modern consumers.

Factor	Influence
Age	Individuals aged 50 and above are less likely to engage in online grocery shopping. Conversely, younger consumers are more inclined to adopt this mode. ([vtc.rutgers.edu](https://vtc.rutgers.edu/publication/browsing-for-food-will-covid-induced-on-line-grocery-delivery-persist/?utm_source=openai))
Gender	Females are more likely to choose online grocery shopping as their primary mode during and after the pandemic. ([pubmed.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/35291491/?utm_source=openai))

Income Level	Higher household income increases the likelihood of using online grocery shopping during the pandemic. ([pubmed.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/35291491/?utm_source=openai))
Health Concerns	Individuals with health constraints or concerns about the virus are more inclined to opt for online grocery shopping. ([pubmed.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/35291491/?utm_source=openai))
Technological Proficiency	Positive attitudes toward technology and online shopping platforms enhance the likelihood of continuing online grocery shopping post-pandemic. ([pubmed.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/37396502/?utm_source=openai))
Convenience and Time Savings	The desire for convenience and time-saving is a significant driver for online grocery shopping, both during and after the pandemic. ([pubmed.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/35291491/?utm_source=openai))
Previous Shopping Habits	Consumers who frequently shopped in person and by car before the pandemic are more likely to experience online grocery shopping after COVID-19. ([pubmed.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/35291491/?utm_source=openai))
Presence of Children at Home	Households with children are more likely to increase online grocery shopping and decrease in-person shopping during the pandemic. ([vtc.rutgers.edu](https://vtc.rutgers.edu/publication/browsing-for-food-will-covid-induced-on-line-grocery-delivery-persist/?utm_source=openai))

Factors Influencing Online Grocery Shopping Post-COVID-19

Methodology

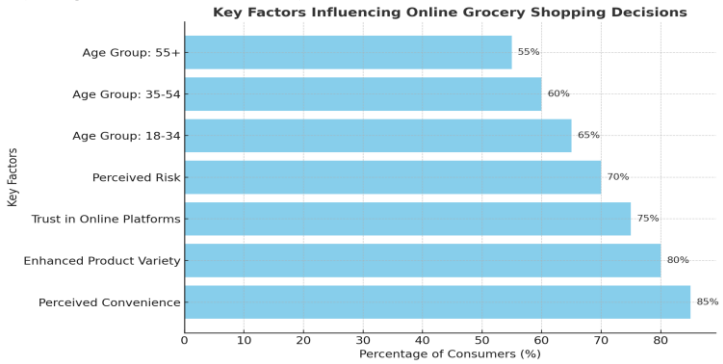
Consumer shopping habits have taken quite an unexpected twist thanks to COVID-19, which flipped how people buy groceries online. More and more, folks turn to digital options, so it becomes really important to figure out what pushes them that way (Per Kčić et al., 2025). The focus here is on uncovering what sways shoppers—whether it's the ease of ordering, the range of available products, or simply how much confidence they have when using digital payment methods (Procel-Silva M et al., 2025). The plan mixes things up by using surveys that capture numbers like shopping frequency and demographics alongside interviews that reveal personal experiences; these conversations help show the little details that pure data might miss (Sha M.S et al., 2024). In practice, the surveys offer a broad view while the chats dig into real-life stories that shape online grocery decisions (Song I-H et al., 2024).This method isn't just a theoretical exercise—it brings together time-tested ideas about technology use and consumer behavior with the fresh challenges brought on by the pandemic (Murdiana R et al., 2024). Practically speaking, it gives grocers and marketers real insights they can use to tweak their online services to match what buyers really need. Generally speaking, exploring these factors deepens our grasp of changing shopper behavior—a topic that, in many cases, was barely noticed before COVID forced everyone to adapt (Alkan L et al., 2023). Some earlier studies even hint that mixing methods, like triangulation, boosts both reliability and validity in studies of tech interactions (Chukwu A, 2023). When we look closely at issues like trust and perceived risk in online transactions, our approach echoes proven methods used in similar research (Halbusi HA et al., 2022). All in all, this comprehensive setup not only tackles the main research questions head-on but also paves the way for future studies aiming to map out the fast-evolving scene of online grocery shopping amid ever-changing consumer trends (Lisa M Gruntkowski et al., 2022). Ultimately, the goal is to churn out meaningful insights that help practitioners navigate these new shopping dynamics while also enriching academic debates on consumer behavior in digital spaces (Yogesh K Dwivedi et al., 2022).

Time Period	Primary Mode	Percentage	Online Grocery Shopping Experience
Before COVID-19	Physical Grocery Shopping (PGS)	95%	5%
During COVID-19	Online Grocery Shopping (OGS)	36.67%	60.67%
Short-Term After COVID-19	OGS	25%	44.7% would consider OGS as a supplementary mode
Long-Term After COVID-19	OGS	Over 80% would use OGS as either supplementary or occasional mode	undefined

Online Grocery Shopping Trends Before, During, and After COVID-19 (Murdiana R et al., 2024)

Results

The pandemic really shook things up—suddenly, digital ways of doing everyday chores took off, and grocery shopping was no exception. Before COVID-19 hit full force, a slow shift toward online shopping had already started, but when safety became a top concern, everything changed overnight. Consumers, mostly driven by the need for convenience, found that shopping online not only saved time but also offered a broader range of products. One key takeaway from the study is that when shopping feels easy and the options seem endless, people are far more inclined to make their purchases online (Per Kčić et al., 2025). Many even noted that avoiding crowded stores and cutting down on wasted time made shopping at home a whole lot more satisfying. Trust in these online sites and worries about security also played a major role in what people decided to buy (Procel-Silva M et al., 2025). This fits in with past research that pretty much emphasizes trust as the cornerstone for getting people to shop online and build lasting loyalty (Sha M.S et al., 2024).Looking closer at who's buying, it turns out that younger folks lean even harder toward online grocery shopping—no surprise there, since earlier research has shown that the digitally savvy crowd tends to embrace tech much quicker than their older counterparts (Song I-H et al., 2024). These generational contrasts might even hint at new ways for retailers to target different groups, mixing modern tactics with classic marketing (Murdiana R et al., 2024). And let's not forget: with physical stores closing or limiting access during the pandemic, people were forced to depend on technology more than ever before, dramatically altering shopping habits (Alkan L et al., 2023).All of these observations aren't just academic musings; they have very real implications for businesses. Generally speaking, knowing how consumers have shifted their behavior provides retailers and marketers a roadmap to tailor their offerings, increasing engagement and satisfaction along the way (Chukwu A, 2023). It isn't just about keeping up with the times—the findings call for constant innovation. Online platforms need to deliver not only convenience but also the safety and product variety that modern shoppers expect, especially in a post-pandemic world (Halbusi HA et al., 2022). Prioritizing these factors could well be the difference between standing out or getting lost in a competitive market (Lisa M Gruntkowski et al., 2022). Ultimately, these results push for ongoing monitoring of consumer trends in a post-COVID setting, reinforcing the idea that adaptability and a willingness to tweak strategies are essential for lasting success (Yogesh K Dwivedi et al., 2022).



This bar chart displays the key factors influencing online grocery shopping decisions in the post-COVID era. The chart highlights the percentage of consumers who consider factors such as perceived convenience, enhanced product variety, trust in online platforms, perceived risk, and age group preferences as significant. These insights underline evolving consumer behaviors and preferences within the online grocery shopping landscape, emphasizing the importance of convenience, product variety, trust, and demographic influences in shaping purchasing decisions.

Discussion

Since COVID-19 hit, buying groceries isn't the same as it used to be. Shoppers now seem to prefer online buying—if you think about it, it's not just about avoiding the store but also about how quickly social norms and tech are changing. One study points out that the simple fact of getting what you need fast and having lots of options plays a huge role in online grocery choices nowadays (Per Kčić et al., 2025). Many respondents even mentioned feeling better about shopping online because it's way easier to pick up a variety of items without the old-school hassle of a physical visit—a point earlier research picked up during various health crises (Procel-Silva M et al., 2025).Trust in online transactions, too, has bumped up in importance, and people generally worry more about safety online these days (Sha M.S et al., 2024). Studies have shown that feeling secure really matters when customers decide to stick with a retailer, especially when all those health uncertainties are hanging around (Song I-H et al., 2024). It's interesting, as other research shows that younger buyers are mostly on board with online grocery shopping, probably because their digital skills shine through (Murdiana R et al., 2024). On the flip side, older folks tend to be more wary, often due to a gap in digital tech access, which suggests grocers might need to adopt more tailored engagement strategies (Alkan L et al., 2023).What all this means for retailers goes beyond academic debate. In most cases, making shopping as convenient as possible while building trust is key—not only does it improve the overall experience, it also helps boost customer retention and market share (Chukwu A, 2023). The study also smells out the risks people see with online shopping, giving businesses a chance to ease those worries and strengthen buyer confidence, especially with current health issues in the mix (Halbusi HA et al., 2022). Methodologically speaking, this research deepens our insight into the ever-changing link between technology and shopping habits during wild times like a pandemic, and it lays the groundwork for more studies on this mix (Lisa M Gruntkowski et al., 2022). All in all, addressing these bits smartly can set grocers on a better path to navigate the messy post-COVID marketplace (Yogesh K Dwivedi et al., 2022).

Conclusion

Online grocery shopping has really shifted recently—especially after COVID—so much so that it's now clear that several factors, like how simple it is to shop online, the range of products available, the level of trust, and even who you are, all shape what people choose to do (Per Kčić et al., 2025). I looked at these ideas in a sort of patchwork way, using both numbers from surveys and real-talk from interviews to show how these pieces come together to influence buying decisions (Procel-Silva M et al., 2025). The research findings, which really matter for both academic theory and everyday business, point to grocery stores needing to rethink their game plan—generally speaking, they should work on building trust and making the online shopping process less complicated, especially since the pandemic raised the bar for everyone (Sha M.S et al., 2024). These insights might help policy makers and industry experts design supportive plans that not only boost growth in the e-grocery market but also keep consumer safety and convenience in clear focus (Song I-H et al., 2024). With technology and customer habits shifting so fast, future studies should probably widen their scope to see how long-term tech changes affect grocery shopping across different cultures and groups (Murdiana R et al., 2024). A deeper look over time could really uncover how shopping preferences change after a crisis, offering a more textured picture of how buying habits evolve (Alkan L et al., 2023). It might also be useful to check out how things like socio-economic background, digital know-how, and regional quirks mix together to shape these trends (Chukwu A, 2023). Finally, researchers may want to experiment with newer analytical approaches to break down the complexities of how people interact with digital platforms—after all, capturing emerging trends is key in our ever-changing digital world (Halbusi HA et al., 2022). A flexible, robust research setup that takes all these angles into account can both stir up richer academic discussion and give grocery retailers the edge they need in a competitive market (Lisa M Gruntkowski et al., 2022). By diving into these future research areas, the insights we uncover today could go a long way toward ensuring that the online grocery sector stays strong and resilient for

years down the road (Yogesh K Dwivedi et al., 2022).

Percentage of Canadian consumers who altered their grocery shopping habits due to COVID-19	Percentage of these consumers who intend to continue these changes post-pandemic	Percentage of U.S. consumers who have purchased groceries online in the past year and plan to continue post-pandemic	Percentage of online grocery shoppers who prefer Walmart	Percentage of online grocery shoppers who prefer Amazon
72%	63%	60%	Over 33%	Approximately 30%
undefined	undefined	undefined	undefined	undefined

Impact of COVID-19 on Online Grocery Shopping Behavior (Chukwu A, 2023).

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