

## **Psychological Influences and Fashion Consumption Behaviour of Consumers in South East Nigeria**

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### **ABSTRACT**

This study is an attempt to empirically measure the extent of relationship between psychological influences and fashion consumption behaviour of consumers in South East Nigeria using an adapted version of the Preez (2003) model of fashion consumption behaviour. Respondents were randomly selected from the five South Eastern State Capitals. A sample size of 384, determined using the Raosoft online sample size calculator was used for the study. Stated hypotheses were tested using the multiple regression analysis in SPSS version 21. Findings revealed among others that most respondents are moderate fashion-conscious consumers who value product fitting as the most important factor in fashion purchase decisions: clothes and footwear. The study also establishes that the psychological variables (attitude, perception, self-concept, personality and motivation) are significant predictors of fashion consumption behaviour. Following the findings of the study, it was recommended among others, that fashion producers should focus more on products that provide the needed fit for their customers; adopting satisfactory, profitable individualized marketing and mass customization strategies that recognize the psychological make-up of their customers.

### **INTRODUCTION**

The Nigerian fashion and apparel industry is growing continuously as many talented designers and investors make their ways into the industry. According to Kuddus (2015), the fashion industry in Nigeria is worth over ten billion dollars and accounts for 0.47% of the Nigerian rebased Gross Domestic Product (GDP). The industry employs also a good number of labour of different skills. There is a growing competition among local and foreign apparels in Nigeria and other countries. This as noted by Homber and Ohnfeldt (2010) can be attributed to the effect of globalization, in terms of education, tourism, etc. Although there is the tendency to equate fashion with clothing and foot wears only, fashion can be found in almost every human activity (Solomon & Robolt, 2009; Craik, 2009). It can be seen in furniture, jewelries, sun glasses, cars, hairstyle, art, food, cosmetics, etc. however, fashion is more pronounced in clothing, maybe because of its conspicuousness and position as first point of contact with people.

The age-long saying that “how you dress determines how you would be addressed” seems to have taken major toll on the fashion consciousness, sensitivity and awareness of Nigerians. There is an increasing sense of ‘fashionability’ among Nigerians of all works of life; students, civil servants, politicians, traders, bankers, celebrities, the clergy, footballers, etc. This makes the demand for fashion products high, the economic circumstances of the country and the individual consumers notwithstanding. As observed by Mukerly (2001), consumers have a set of rational belief and product preferences in terms of fit, style and durability, some of which develop through family and peer influences while some occur through consumer unique cultural make-up. To McCraker (1980), the purchase of fashion products is determined by such factors as quality, durability, features and symbolic meanings. Other researchers such as Zhany and Kim (2013), Rahid, Rab and Muhammed (2013), Berr (2000) and Mulkerkey (2001) identified such factors as brand consciousness, social components and innovativeness, brand image, brand attachment, environmental effect, cognitive, cultural and peer factors.

To effectively serve the modern fashion-conscious consumers in Nigeria and globally, there is the need to understand, predict and explain the key factors influencing consumer behaviour towards fashion related products. A good understanding of consumer behaviour in the fashion and apparel industry will give designer companies and individual operators competitive edge over other

competitors. Although attempts have been made by some researchers on the behaviour of consumers in the purchase of fashion products, no such studies have been conducted in the Nigerian environment. Homber and Ohnfeldt (2010) studied the Swedish market, Apawan and Ardinpon (2013) studied the Thai market, Zhang and Kim (2013) studied the Chinese market, Rahid et al (2013) studied the Pakistan market and Preez (2003) analyzed various theoretical models from consumer behaviour and clothing and developed a new conceptual, theoretical model of apparel shopping behaviour. This study identifies psychological as the major variables influencing fashion consumption. Designers compete very seriously among themselves in the global fashion industry, these psychological factors (perception, attitude, personality, and self-concept) attempt to shape the fashion consumption behaviour of the buyers.

This study focused on two major aspects of fashion in Nigeria: clothing and footwear. To extract the key factors affecting fashion consumption or purchase behaviour in Nigeria and their extent of influence, the Preez (2003) model was adopted with slight amendments for easy analysis bearing in mind the peculiarity of the Nigerian fashion market.

## **STATEMENT OF THE PROBLEM**

The fashion market in Nigeria is growing speedily; so also is the growth of competition among designers. As observed by Alabi (2015), Nigeria is a creative hub of talented designers. In all the states of the federation, local fashion stylists are seen with newer and attractive styles on periodic basis. The local designers have the skill to reproduce at better and reduced prices, expensive designs of internationally known design makers. This stiffens the competition in the industry. Today, senators, bankers, celebrities, students, civil servants, etc can be proud to wear clothing and foot wears made by Nigerians for certain occasions. Although the footwear section still has a long way to go in terms of quality, Nigerian designers are making waves in the country and beyond.

However, it is disappointing to note that most of these fashion designers lack relevant knowledge of the exact forces behind the behaviour of their consumers and the magnitude of impact the forces exact on fashion consumption. They pay little or no attention to factors that drive positive consumer behaviour towards their products and they think less about customer loyalty, customer word-of-mouth promotion, internationalization as well as technological enhancement. These make it difficult for the designers to gain sustainable competitive advantage and enhanced customer satisfaction locally and internationally.

Again, fashion stylists spend little or no resources on marketing researches to find out the trend of global fashion while the few that do, find it difficult to relate global trend to the peculiar environment of Nigerian fashion consumers. Above all, there is an obvious paucity of literature and empirical studies on fashion consumer behaviour in the Nigerian context. This makes it hard for the educated fashion stylists and designers to follow any tailored fashion consumer behaviour model in their production and marketing strategies. It was this wide gap that this present study sought to close. However, the researchers paid attention to clothing and footwear fashion with the Preez (2003) model of apparel shopping behaviour as a guide. This model majored on demographic, socio-cultural and psychological factors. Our study added other factors to suite the peculiarity of the study environment, while concentrating on the psychological factors only.

### **Objectives of the Study**

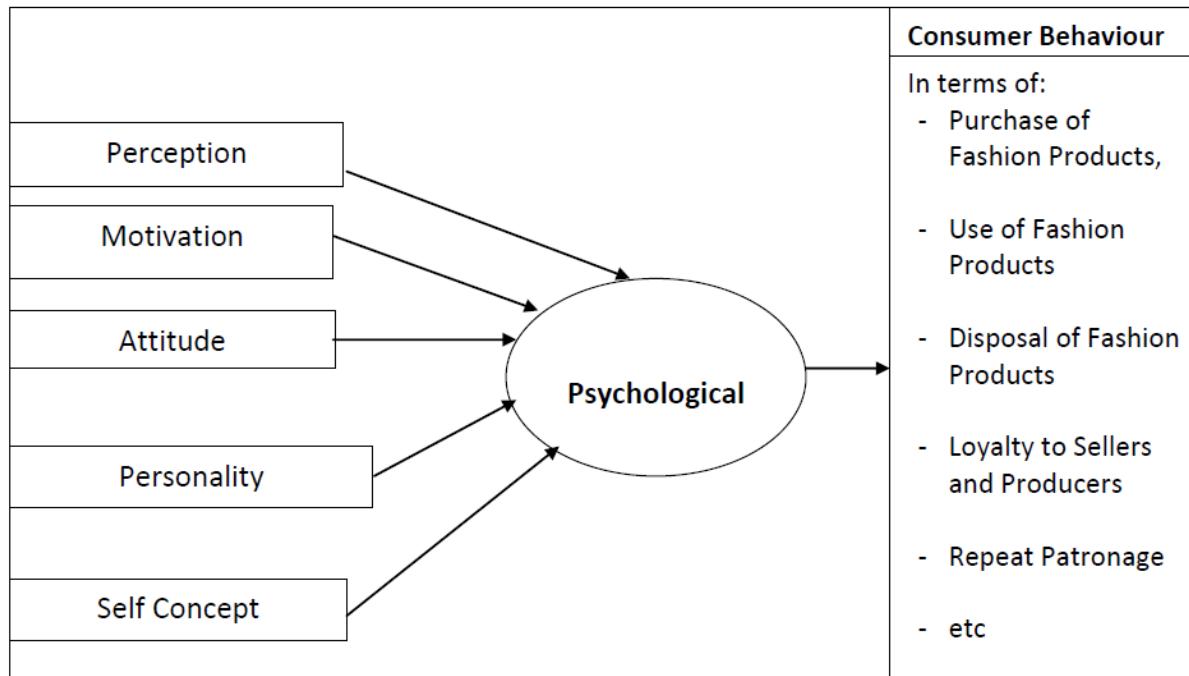
The study aims at identifying and ranking the key factors shaping and influencing fashion buyers behaviour in Nigeria using fashion consumers in the south east. The specific objectives of the study are:

1. To measure the nature of relationships between perception and fashion consumption behaviour.
2. Observe the nature of relationships between attitude and fashion consumption behaviour.
3. Ascertain the effect of personality and fashion consumption behaviour.
4. Examine the effect of self-concept on fashion consumption behaviour.
5. Examine the effect of motivation on fashion consumption behaviour.

### **Scope of the Study**

This study is domiciled in the area of consumer behaviour and apparel marketing. The fashion segments covered were clothing and footwear. Again, the geographical scope covered fashion consumers in Anambra, Abia, Enugu, Ebonyi and Imo States. The study scope covered selected fashion buyers in Owerri, Awka, Umuahia, Enugu and Abakaliki towns. Subjects were selected from government ministries, churches, higher institutions and offices such as banks. Above all, among the key influences on consumption behaviour models, only the psychological variables were studied in this work.

### **CONCEPTUAL FRAMEWORK OF THE STUDY**



**Source:** Researcher's View, 2015.

At the end of this study, a new model of fashion consumer behaviour in Nigeria would be developed using this framework. The strength of the arrows (weak or strong) will depend on the outcome of the collected data analyzed for each variable and element. From this framework, these hypotheses were raised:

**H0<sub>1</sub>.** There is no significant relationship between perception and fashion consumption behaviour.

**H0<sub>2</sub>.** There is no significant relationship between attitude and fashion consumption behaviour.

**H0<sub>3</sub>.** There is no significant relationship between personality and fashion consumption behaviour.

**H0<sub>4</sub>.** There is no significant relationship between self-concept and fashion consumption behaviour.

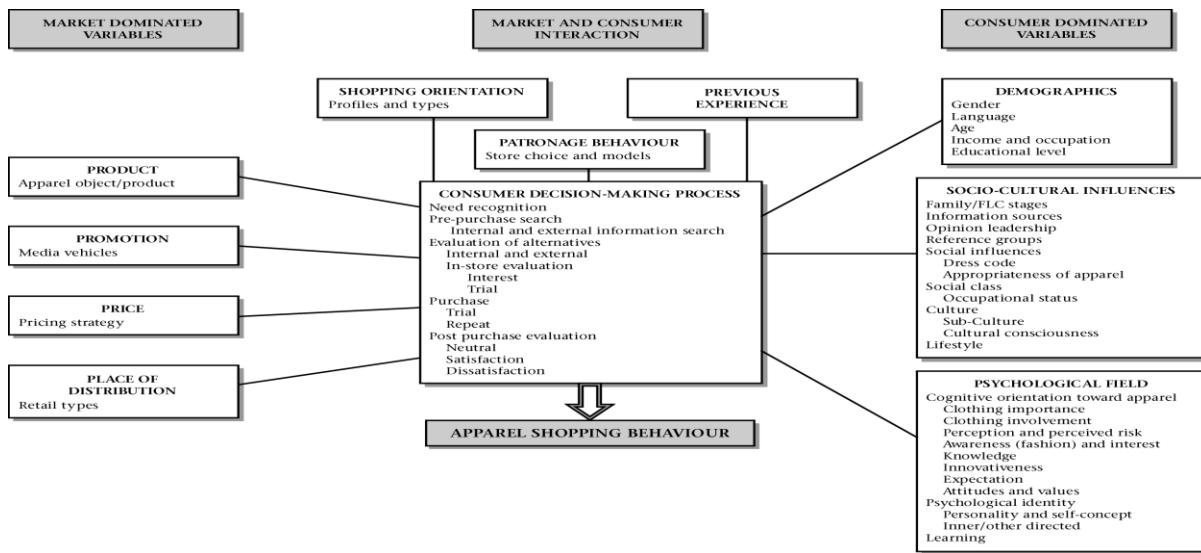
**H0<sub>5</sub>.** There is no significant relationship between motivation and fashion consumption behaviour.

### **Overview of Fashion Consumption Behaviour**

Consumer behaviour refers to those problem-solving activities undertaken by a consumer with a view to reducing purchase related risks while enhancing satisfaction by buying the right goods and services (Anyanywu, 2013). According to Zeb, Rashid, and Javeed (2011), it is the study of when, why, how, and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology and economics. Consumer behavior attempts to understand the buyer decision making process, both individually and in groups. Fashion on the other hand is a current, constantly changing trend or expression which is widely accepted by a group of people over time and has been characterized by several marketing factors such as low predictability, high impulse purchase, shorter life cycle, and high volatility of market demand (Fernie & Sparks 1998). This implies that fashion consumption behaviour refers to the process in which fashion consumers plan, purchase, use and dispose of fashion related products such as clothing, footwear, perfumes and cosmetics.

## Theoretical Framework

This study was based on the Preez model as shown below:



**Source:** Preez, R. D. (2003) *Apparel Shopping Behaviour – Part 1: Towards The Development Of A Conceptual Theoretical Model*. SA Journal of Industrial Psychology, 2003, 29 (3), 11-14, SA TydskrifvirBedryfsielkunde, 2003, 29 (3), 11-14.

Our study will major on the psychological field with emphasis on perception, attitude, personality, self-concept and motivation.

## Empirical Review

Researchers have documented that clothing influences our views of ourselves. Two social psychologists, Bettina and Ulrich (2002), studied whether what people wear influences how they think about themselves. They reasoned that clothing styles would influence self-descriptions because certain clothing styles might be related to specific trait categories. They found that participants described themselves in a way that was consistent with how they were dressed. Thus, the clothing worn by these individuals influenced their thoughts about themselves.

Researchers have also demonstrated that our self-perceptions (e.g., old, unattractive, fat) affect behaviors we undertake to modify our bodies. Considerable research shows that when people are dissatisfied with their bodies, they engage in various appearance management behaviors such as dieting, cosmetic surgeries or other types of makeovers, and exercising. For example, two psychologists Smolek and Levine (1994) found that body dissatisfaction was related to early dieting, while Eric, Erika and Stein (psychologists) joined with Shaw (1994) and documented that body dissatisfaction was related to disordered eating. Clarke and Griffin (2008) found that older women who considered aging to be unattractive and undesirable were more likely to endorse altering their appearances.

Kim et al (2003) examined the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in predicting behavioural intention to shop for clothing online and the result of positive relationship between attitude and subjective norms implies that behavioural intention is not a functions of independent set of attitudinal and normative variables but of a set of interdependence between these variables. The results of this study suggest that although the power of attitude and subjective norms are not equivalent in their effects on behavioural intentions both are important predictors of consumers' shopping behaviour in the specific context of online shopping for clothing. Fatima and Ejaz (2005) observed that, in Pakistan, quality is important factor for the success of readymade garment industry. It is most important factor while purchasing garments. Barletta's (2006) found that women prefer benefits whereas men prefer features. The study found that men can get caught up in a gadget's bells and whistles, but women analyze features more deeply while purchasing car and other appliances. Lawrence, Teich, and Sylvia (2009) observed that in present era, consumers prefer customization. The researchers analyzed the this trend with respect to young women's intention to prefer in-store customization of off-the shelf fashion products.

Catherine and Etienne (2009) explored the association between age & other key variables i.e price, durability, suitability affecting the buying behavior of clothes. Young participants prefer low price while older prefer suitability and durability as crucial while purchasing clothes. Jin and Kang (2010) in their study of purchase intention toward foreign brand jeans using four antecedents viz. face saving, attitude, perceived behaviour control, and subjective norms found that face saving, attitude, perceived behaviour control have significant influence on purchase intention where as subjective norms has no significant influence toward purchase intention. Maria, Anne and Pia (2011) explored and analyzed mature women's buying behavior of clothes. The result suggests that for mature women, fashion, brand, retailer, price & style are significant factors while purchasing clothes. Kervenoael, De et all (2011) observed that the decisions for buying apparel are affected by functional values (i.e cost, quality, guarantee & warranty etc) as well as fashion (style, image). Phoebe (2011) concluded that women prefer the clothes that make them look thinner. Also men said they prefer clothes that make them look physically fit. Mandhachitara, and Piampongsan (2011) studied the impact of individual's motivation for comparing with other people of their own social settings on professional women's buying behavior while choosing fashion clothes.

Minghuang et all (2011) observed that desire is one of the major motives in consuming luxurious products including boutique apparel. Krishnakumar and Gurunathan (2012) observed that consumers' behaviour changes in apparel buying are attributed to their want of more choice, value, service, experience and convenience. The study shows that the preference of custom made tailoring by next generation consumers is diminishing.

This review shows that no major study has been done in the Nigerian context. It is the gap that this present study seeks to close.

### **Research Methodology**

As a result of the nature of this study, the survey research design was adopted using structured questionnaire distributed with the aid of six trained research assistants. Again, Cross-sectional survey design which is a variant of the survey (descriptive) research design was used in the study since the study was carried out in five out of the numerous cities in Nigeria. The study population consists of buyers of fashion products (clothing and footwear) in Nigeria. However, the sample frame was reduced to fashion buyers in South East using the five state capitals. The 2006 Nigerian population census shows that the South East has a population of 16381729. Of this figure, 4182032, 3934899, 3257298, 2833999 and 2173501 were for Anambra, Imo, Enugu, Abia and Ebonyi respectively. Based on the above information, it could be seen that the population is too large to be studied.

However, using the computer based sample size determination calculator by Raosoft (2010) as used in Agu (2012), a sample size of 384 was arrived at which the researchers divided using the population ratio thus:

**Table1.** Sample Size Distribution

S/N	State	Number of Buyers Studied
1.	Anambra	98
2.	Imo	92
3	Enugu	76
4	Abia	66
5	Ebonyi	52
<b>Total</b>		<b>384</b>

**Source:** Researcher's Desk, (2015).

The Likert Scale questions of four options (strongly Agree, Agree, Disagree and Strongly Disagree) were used to capture respondents' views on the effect of the identified variables on their fashion consumption behaviour. The Cronbach Alpha reliability test was conducted on 20 buyers in Awka (6% of the sample). As a general rule, a reliable score of 0.7 or more is acceptable for research in business (Nunelly, 1978), while Fornell and Larcker (1981) suggest a minimum threshold of 0.5 (Agu, 2015; Nnamocha, 2013). The SPSS output showed a Cronbach value of 0.86 and factor loading values of above 0.60. This implies that all the elements met the minimum threshold required for reliability and validity following Borg and Gall (1989), Bornstedt (1977), Rattray and Jones (2007), Costello and Osborne (2005) and Hair, Anderson, Tathan and Black (1995) assertions that factor loadings of 0.50 and above are practically significant. Our SPSS output shows that all the factors are acceptable.

## METHOD OF DATA ANALYSIS

The quantitative data generated in this study were tested using the Ordinary Least Square (OLS) involving the Ordinal Multiple Regression Analysis. The test was carried out using the **SPSS version 21** package.

The **research model for this study** is of the form:

$$FCB = F(MOC, CPFs, PRFs, AOC, CSC)$$

Where:

FBC stands for Fashion Consumer Behaviour

MOC stands for Motivation of the Consumer.

CPFs stand for Consumer Personality Factors.

PRFs stand for Perception Related Factors.

AOC stands for Attitude of the Consumer.

CSC stands for Consumer Self-Concept.

### Decision Rule

We will reject the null hypotheses where the SPSS p-values are less than alpha (0.05) and the alternative hypotheses accepted. Also, decisions on the individual variables would based on their p-values as would be shown in the SPSS coefficients output (Seth, 2007; *Dancey & Reidy, 2004; Onuh&Igwenma, 2007*).

### Data Presentation and Analysis

**Table2.** Return of Questionnaire

Pattern	Number	Percentage
Not retrieved	29	7.6
Retrieved but not used	15	3.9
Retrieved and used	340	88.5
Total	384	100

**Source:** Field Survey, April, 2016.

Table 2 shows that a total of 384 copies of questionnaire were distributed to the respondents, out of which 340 (88.5%) were correctly completed, returned and used. 29 (7.6%) were not returned while 15 (3.9%) were completed and returned, but were not used due to certain inconsistencies. The analysis, therefore, was based on the 340 useful copies of questionnaire.

**Table3.** Demographics Analysis

Option	Frequency	Percentage
<b>Gender:</b>		
Male	199	58.53
Female	141	41.47
<b>Marital Status</b>		
Single	150	44.12
Married	172	50.58
Widowed	15	04.41
Divorced	03	0.88
<b>Age Bracket:</b>		
18 – 25	84	24.71
26 – 35	78	22.94
36 – 45	90	26.47
46 – 55	30	8.82
56 and above	58	17.06
<b>Educational Qualification</b>		
ND/NCE	54	15.88
HND/BSC	201	59.12
Masters and Above	85	25.00

**Source:** Field Survey, April, 2016.

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Table 3 shows that 199 (59%) of the respondents were males while 141(41%) were females. 84 (25%), 78(23%), 90(26%), 30(9%) and 58(17%) were in the age brackets of 18 – 25, 26-35, 36-45, 46-55, and 56 years and above respectively. Again, 150 (44%), 172(51%) and 15 (4%) were married, single and widowed respectively. 54(16%), 201 (59%), 85 (25%) had ND/NCE, B.Sc./HND, Masters and above respectively.

**Table4.** Respondents' Level of Fashion Consciousness

Option	Frequency	Percentage
Very High	103	30.29
High	75	22.06
Moderate	143	42.06
Low	12	3.53
Very Low	7	2.06
<b>Total</b>	<b>340</b>	<b>100.00</b>

**Source:** Field Survey, April, 2016.

Table 4 shows that 103 (30%) of the respondents rated their fashion consciousness very high. 75(22%) rated it high, 143(42%), 12(4%) and 7(2%) rated it moderate, low and very low respectively.

**Table5.** Most Influential Factor on Fashion Consumptions

Option	Frequency	Percentage	Position
Design or Style	66	19.41	2 <sup>nd</sup>
Fit	134	39.41	1 <sup>st</sup>
Colour	47	13.82	4 <sup>th</sup>
Texture of Material	58	17.05	3 <sup>rd</sup>
Cost	35	10.29	5 <sup>th</sup>
<b>Total</b>	<b>340</b>	<b>100.00</b>	

**Source:** Field Survey, April, 2016.

Table 4 shows that fit is the most important factor considered by fashion consumers in the purchase of fashion products. This is followed by style, texture, colour and cost respectively.

**Table6.** Psychological Factors Influence Fashion Consumption Behaviour

Option	Frequency	Percentage
Strongly Agreed	145	42.65
Agreed	96	28.24
Disagreed	84	24.71
Strongly Disagreed	15	04.41
<b>Total</b>	<b>340</b>	<b>100.00</b>

**Source:** Field Survey, April, 2016.

From Table 6, 145 (43%), 96(28%), 84(25%) and 15(4%) of the respondents strongly agreed, agreed, disagreed and strongly disagreed respectively that psychological factors impact on fashion consumption.

**Table7.** Influence of Psychological Variables on Fashion Consumption

Option/Factors	Attitude	Perception	Personality	Motivation	Self Concept	Total
Strongly Agreed	84	145	213	169	159	770
Agreed	113	77	98	120	115	523
Disagreed	120	66	23	35	47	291
Strongly Disagreed	23	52	6	16	19	116
<b>Total</b>	<b>340</b>	<b>340</b>	<b>340</b>	<b>340</b>	<b>340</b>	<b>1700</b>

**Source:** Field Survey, April, 2016.

Table 7 shows that 770 (45%) votes were recorded on strongly agreed on the effect of attitude, perception, personality, motivation and self-concept on fashion consumption. 523 (30%) votes went for agreed, 291(17%) votes for disagree, and 116(7%) votes went for strongly disagreed respectively.

### Test of Hypotheses

The results of the test of hypotheses, using multiple regression analysis, are as shown in the Tables below.

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Descriptive Statistics			
	Mean	Std. Deviation	N
fashion consumption behavoir	3.0944	.91822	339
perception related factors	2.9292	1.10980	339
attitude of consumers	2.7611	.90306	339
consumer personality factors	3.5251	.70193	339
consumer self-concept	3.2183	.88686	339
motivation of consumer	3.3009	.83791	339

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.959 <sup>a</sup>	.920	.919	.26179	.137

a. Predictors: (Constant), motivation of consumer, attitude of consumers, consumer personality factors, perception related factors, consumer self-concept

b. Dependent Variable: fashion consumption behavoir

Correlations							
		fashion consumption behavoir	perception related factors	attitude of consumers	consumer personality factors	consumer self-concept	motivation of consumer
Pearson Correlation	fashion consumption behavoir	1.000	.950	.866	.846	.919	.894
	perception related factors	.950	1.000	.866	.864	.921	.911
	attitude of consumers	.866	.866	1.000	.815	.845	.838
	consumer personality factors	.846	.864	.815	1.000	.856	.867
	consumer self-concept	.919	.921	.845	.856	1.000	.950
	motivation of consumer	.894	.911	.838	.867	.950	1.000
Sig. (1-tailed)	fashion consumption behavoir	.	.000	.000	.000	.000	.000
	perception related factors	.000	.	.000	.000	.000	.000
	attitude of consumers	.000	.000	.	.000	.000	.000
	consumer personality factors	.000	.000	.000	.	.000	.000
	consumer self-concept	.000	.000	.000	.000	.	.000
	motivation of consumer	.000	.000	.000	.000	.000	.
N	fashion consumption behavoir	339	339	339	339	339	339
	perception related factors	339	339	339	339	339	339
	attitude of consumers	339	339	339	339	339	339
	consumer personality factors	339	339	339	339	339	339
	consumer self-concept	339	339	339	339	339	339
	motivation of consumer	339	339	339	339	339	339

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	262.158	5	52.432	765.046
	Residual	22.822	333	.069	
	Total	284.979	338		

a. Dependent Variable: fashion consumption behavoir

b. Predictors: (Constant), motivation of consumer, attitude of consumers, consumer personality factors, perception related factors, consumer self-concept

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.440	.091		4.829	.000
	perception related factors	.512	.038	.619	13.403	.000
	attitude of consumers	.128	.033	.126	3.850	.000
	consumer personality factors	.019	.045	.015	7.432	.000
	consumer self-concept	.315	.058	.304	5.464	.000
	motivation of consumer	-.085	.059	-.077	6.433	.000

a. Dependent Variable: fashion consumption behavoir

Residuals Statistics <sup>a</sup>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2638	3.9973	3.0944	.88069	339
Residual	-.46763	.73622	.00000	.25985	339

Std. Predicted Value	-2.079	1.025	.000	1.000	339
Std. Residual	-1.786	2.812	.000	.993	339

a. Dependent Variable: fashion consumption behaviour

## INTERPRETATION OF RESULT

The adjusted R square value of 0.919, F value of 765.046, and P value of 0.000 show that there is a significant, positive relationship between the dependent variable (fashion consumption behaviour) and the independent variables ( perception, attitude, personality, self-concept and motivation). Again the P values of 0.000 in the coefficients table imply that all the independent variables are significant predictors of the dependent variable.

## SUMMARY OF FINDINGS

The following key findings were made in this study:

1. Majority of the respondents are moderate fashion conscious consumers. That is, they try to moderate their care for fashion products.
2. Product fitting is the most important factor considered by consumers in the purchase of fashion products: clothes and footwear.
3. It was discovered in the study that there is a significant positive relationship between psychological variables (attitude, perception, personality, self-concept, motivation) and fashion consumption behaviour of consumers in the South East.

## CONCLUSION AND RECOMMENDATIONS

Following the findings of this study, it could be concluded that as the demand for fashion products increases on a daily basis, fashion conscious consumers now lay emphasis on fitness, design/ style and texture of material/quality. Based on this assertion, the researchers hereby advance the following recommendations:

1. Fashion producers should focus more on products that provide the needed fit to their customers. This might require individualized production and design or mass customization.
2. Fashion producers should consider the psychological make-up of their customers. This requires periodic market research to monitor the direction of such variables.
3. To remain globally relevant, being technologically awake is inevitable for any fashion producer. The era of labour intensive fashion production is fast eroding; giving way for modern, technology-centered fashion products that will stand the test of time in quality, fitness, design and style.

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