

Analysis of Relationships Korean Wave, Country Image, Attitude toward Korean Product and Visit to Korean Destination

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Analysis of Relationships Korean Wave, Country Image, Attitude toward Korean Product and Visit to Korean Destination

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Abstract

This study aimed to elucidate the relationships Korean wave, country image, attitude of Korean products and the intention to visit Korea. This study is a hypothetical research that aims to explain the relationship between variables using survey approach. The population in this study is the people of Surabaya who know the culture of Korea. Sampling method used accidental sampling. The analysis technique used SEM. The results showed that attitude in Korean culture, no impact on cognitive country image, but affects the affective country image. Cognitive country image affects the attitude of Korean products, The affective country image influences affect the attitude of Korean products and grout to visit Korea.

Keywords : Korean wave, country image, attitude toward Korean product, intention to visit Korea

Introduction

The cultural change is a response to globalization and the resulting changes in the economic and social life (Hofstede, 1980, 2001). Aside from Japan, in Indonesia also got crowded with soap operas from other Asian countries. Taiwan romantic comedy, Meteor Garden became a national sensation when it was broadcast in Indonesia in 2002, and remains a foreign drama series in the history of the most popular Indonesian television (Sung Jung, 2011). This shows that the culture of foreign enough to be well received by the people of Indonesia (Juniati, 2014).

The trend is beginning to change as the Korean wave spread in the world, including in Indonesia. The term "Korean wave" ("Hallyu" in Korean) was coined by Chinese media that approximately a decade ago that refers to the popularity of Korean pop culture in China. Korean wave originally came from the Korean drama, the drama has captivated audiences outside Asia such as the Middle East, Eastern Europe, and Africa as well as Western Europe and North America. (Korean Culture and Information Service, 2011: 10-12)

Korean wave has spread in Indonesia, this has an impact on the demand for the product continues to increase Korean wave (Chung et al, 2005). The entry of the Korean drama followed by the influx of Korean film becomes the initial influx of Korean wave in Indonesia. (Chung et al, 2005). Korea's popularity has even managed to attract one of the private television station in the country to broadcast a special program titled In July 2003, Metro TV aired a special program about Korea, as one of the top ten industrialized countries in the world. In 2004, Indonesia also broadcast drama autumn in my heart and get a good response. In the same year, one of the SBS Korean TV station broadcast The Incidence in Bali (Chung et al, 2005). Besides autumn in my heart, some drama that drew the response of Indonesian society is Mother's Ocean, SWAT Police, and the model has been aired on local TV stations and also produced in the form of VCDs. One publisher publishes a magazine titled Asian Gifts, uses Won Bin as a cover model, and write special stories Bae Yong Jun, Jang Dong Kun, Boa and so forth. The magazine introduces Korean wave star and sports culture of Korea (Chung et al, 2005).

Rapid flow of information easier for people to obtain information and to watch Korean dramas became easier. Although it is illegal, in Indonesia itself many websites that provide a link to watch a drama or to access it. Korean wave trend turned into Korean music or the usual so-called K-POP. Based on the above statistics in 2011 showed that K-POP music video experience differences in the number of impressions in different countries, as it is known to the United States shows the country's most superior as much as 93,600,002 impressions, while in Germany as many as 7,370,311 impressions, with a total of 843 062. 689 impressions. It showed that the Korean Wave has been really affecting the world of entertainment in the world (Juniati, 2014).

Besides an impact on the world of entertainment, the Korean wave also affected the Indonesian people's preferences in the consumption of food, clothing, and makeup as well as matters affecting the physical. The spread of the Korean wave also followed with interest of consumers against Korean cosmetics. This condition indicates that the Korean wave in Indonesia affecting consumer preferences in purchasing products made in Korea especially food and cosmetics

Based on these data, the value of imports of Korean products has increased from year to year, both in Indonesia and around the world. For Products HS 33 (Essential Oil, Perfumes, Cosmetics, and Toiletries) in Indonesia imports in 2010 amounted to 1210 increased to 1,809 in 2011 (in nominal dollars holidays). However, in 2012 decreased to 1,291 (in thousands of nominal dollars). This shows in Indonesia Korean cosmetics market is promising.

²⁰ American Marketing Association (AMA) provides a definition as a brand or brand names, terms, sign, symbol or design, or a combination thereof are used to identify the goods and services of one seller or group of sellers and to differentiate them from competitors.

Korean wave will have an impact on the country image (Lee, 2011). Country image can be distinguished on the cognitive country image and country affective image (Philip et al, 2013) Korean wave height that one feels, the more positive image of Korea both in terms of cognitive and affective. So more positive image of a region (destinations) the higher the intention to behave on the destination. The more positive image country Korean state, the higher the intention to consume the Korean product, Korean food (Lee et al 2013). Similarly, the higher the positive country image to mind is the higher one's intention to visit the region.

Theory framework and Hypothesis

Korean wave

The term comes from the Korean Wave. There are different ways to call, in English commonly called the 'Korean Wave', 'Korean Fever', 'Hallyu'. Korean Wave refers to the growing popularity of Korean culture in International, began in East Asia in the 1990s and continued recently in the United States, Latin America, Middle East, and parts of Europe. Korean wave includes two forms of media, namely television series and music pop (K-pop) (Ravina, 2009). Korean wave is also the phenomenon of marketing and business, which involves a joint effort by promoters, publicity and agents to sell Korean culture as a commodity (Cho and Kang 2005; Han and Lee, 2008; Kim and others, 2008; Lee, Scott, and Kim 2008 in Ravina 2009). Korean wave is not just about K-POP and Korean drama but also the cultural and economic strength of the new (Ko, 2005 in Chuanga and Lee, 2013).

² Korean wave sourced from the rise of Korean dramas and music, it strengthened again easily the public can access the drama. Drama and music Korea involved in the Korean culture, such as how to behave, people's lifestyle, style of dress and the products that are used in the life of the Korean people. With the rise of drama and music in various media in Indonesia, the increasingly widespread anyway Korean products in Indonesia, most are skin care products especially cosmetics and food. The rapid Korea cosmetic products in Indonesia is the impact of the physical appearance of the artist Korean artists that indirectly they became icons of Korean products. A positive attitude on Korean culture has an impact on sales of Korean products and improve the ability of state diplomacy Korea (Lee, 2013). It can be concluded more positive public attitude towards the Korean wave, the more positive is also the impression that captured the public about the state of Korea (country image), both cognitive and affective country image

H1. Korean Wave effect on cognitive country image

H2. Korean Wave influence the affective country image

Country image

Kotler and Keller (2012) defines the image as a set of beliefs, ideas, and the identity of the particular object. Country image is a picture, reputation, stereotypes (opinion or prejudice in someone's mind) of a country where businesses and consumers attach a product of a particular country. Some of the concepts of country image among others proposed by Jenes (2007), Hsieh et al. (2004) and Lee and Ganesh (1999). According to Hsieh et al. (2004) in Demirbag et al. (2010) basically, country image in a marketing perspective can be defined at three levels, namely: overall country image, country image aggregate product and country specific product image. Overall country image is an overall confidence, ideas and impressions of a particular country as a result of consumers' evaluation on their perception of the strengths and weaknesses of the country. Aggregate product country image is an overall image that is associated with a product from a particular country or to the overall impression of the quality of products coming from a particular country.

¹⁵ The role of country image in shaping consumer attitudes expressed by Han (1989), in which he said the role of the country's image can be explained in two models namely the halo models and summary construct models. Halo models. When consumers are not familiar with the product, the country image acts as a halo which consumers conclude country image as an attribute of a product that does not directly affect their attitude towards the brand through trust. Summary Construct Model, when consumers become familiar with a product from a particular country, country image acts as a construct that summarizes consumer confidence about the product and directly affect their attitude.

¹ According to Martin and Eroglu (1993) country image is a set of beliefs descriptive, inferential and country image is some confidence in the people and the impression of a particular country. Consumer confidence on the product and country by Fishbein and Ajzen (1975) may be a descriptive belief, conviction or belief informative inductive where these beliefs are formed in different ways. Confidence descriptive happen through experience, while informative beliefs shaped by information obtained from external sources (media, friends). Inductive confidence comes from the perception of the relationship between some of the past events and stimuli in the present. The impact of direct and indirect experience, is an important factor of consideration of country image. Zeugner 2008, country image is the perception or impression organizations and consumers about a country. Impression or perception of a country based on economic conditions, political structures, cultures, conflicts with other countries, labor conditions and environmental issues. Pappu et al., 2006, said the country's image is a mental representation of the people, products, culture and national symbols of a country. Country image consists of many elements: national symbols, colors, clothing, distinctive buildings, objects, songs, pieces of literature, specializes political system, customs, historical relics and much more.

Pappadopoulus et al. (2000) further states that the perception of the country of origin of the product include: a) Cognitive component; covers consumer confidence about the development of industry in a country and the progress of technology. b) Affective component; reflecting the affective response of consumers to those coming from certain countries. c) Conative component; containing the desired level of interaction of consumers with specific countries. Based on what was stated Pappadopoulus (2000) stated that he believed the dimensions of country image includes faith in the country, confidence in the people in their country and a desire to interact with these countries.

Lee, 2013 distinguishes country image on two that cognitive country image and affective country image. Cognitive country image is a belief, ideas and impressions of a particular country as a result of consumers' evaluation on their perception of the strengths and weaknesses of the country. Affective country image covers an affective response on the environment and the people of that State. Lee (2013) in her study of the influence of country image on the intention to consume "Hansik" (typical Korean food), shows that the effect on the cognitive and affective country image. The better impression and beliefs about the strengths and weaknesses of a country, the more positive emotions anyway impression on people and the environment of the State

H3 Kognitif Country image influence affective country image

Attitudes and Intentions Behavior

Consumer attitudes are important factors that influence the consumer decision. Attitude is related to the concept of faith (belief) and behavior. Mowen and Minor (2002) states that the term establishment of consumer attitudes often describes the relationship between beliefs, attitudes, and behavior. Kardes, 2002, stated that the attitude is a concept that has been studied by many researchers behavior. The attitude is considered as the factors that determine a person's behavior. People can form an attitude towards an object or any issue. Attitudes can be based on a variety of different types of information. According to Schiffman and Kanuk (2007), in practical terms, all marketing activities related to the important task of influencing consumer attitudes.

Understanding of the attitudes often refers to the concept proposed by Fishbein. According to Fishbein (1993), theoretically argued that the attitude is "the disposition of a person to react with a degree less specific and well toward the object, behavior, person, institution, or any event". Schiffman and Kanuk (2008) defines attitude as "attitudes are an expression of inner feelings that reflect Whether a person is favorably or unfavorably predisposed to some object" further stated that "an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object ". The definition contains some important basic conceptual understanding. First, have the attitude object. An attitude object can include behaviors, people, products, services, organizations, ideas, issues, internet, and so forth. One important element of the above definition is the evaluative dimension, so that attitudes can be said is the evaluation. Second, consumer attitudes toward the object is the result of learning is repeated. Attitudes related to online shopping is formed through interactivity with the Internet as a medium of communication.

Although attitudes are the result of behavior, but attitudes can also produce a particular behavior. Attitudes reflect evaluations that support or not support, positive or negative, good or bad, like or dislike the attitude object. An attitude encourages consumers to behave in certain ways or keep consumers not to perform a particular action. The concept of attitude had been developed. According to Lutz (1991) in the development of the concept of attitude, there are two different views about the attitude, the attitude of the one-dimensional view (unidimensional) and multidimensional view of attitudes (multidimensional). In view of the multidimensional attitude, according to Rosenberg et al. (1969), the attitude is seen as a construct that has three components, namely the knowledge (cognitive), feeling (affective), and the actions (conative).

One of the originators of modern measurement theory is Thurstone attitude. Thurstone defines attitude as affection or feelings for or against a stimulus. That definition states that the

attitude refers to the affective or evaluative public reaction and this is common place among researchers in consumer behavior today. Some recent definitions of consumer attitudes are: (1) attitude is a categorization of objects on the continuum of evaluative, (2) the main characteristics that distinguish the attitude of the other concept is the nature of evaluative or affective, (3) the attitude is at the core of the likes and dislikes for people, groups, situations, objects, and ideas of certain intangibles. Attitudes are feelings or affective responses that we have of the object (Mowen and Minor, 2002). In practice often arise issues related to the measurement of attitudes, with a multidimensional model (cognitive, affective, conative) or bipolar models (which consists of two components alone, cognitive and affective). The important question to answer given the conative component is a component that is difficult to measure when thinking about the one-dimensional (unidimensional) and the operationalization of the right (John, 2009).

Intention to behave a form conative attitude. Conative attitude is a tendency to behave in the future. Nunko and Itoo (2013) in his study of tourist destination image shows that the impact on the intention to behave rating in the future. Philips (2013) in his study in the USA on the country image of Korea, suggesting that someone who has a positive image of the country tended to consume food products from that State. So it can be arranged hypothesis

H4. Cognitive Country image effect on intention to visite Korea

H5 Affective Country image effect on intention to visite Korea

H6 Cognitive Country image effect on intention to Korean Product

H7 Affective Country image effect on intention to Korean Product

RESEARCH METHODS

Research design

This research is quantitative research that aims to explain relationships between variables. Study is expected to explain the phenomenon of linkage Korean wave that occurred in Indonesia with the proliferation of Korean products in the Indonesian market. This study used the approach survey and for hypothesis testing is used SEM. The population in this study is a community in Surabaya who know the Korean culture. To set the sample used accidental sampling, the sample is taken when meeting with members of the population who are willing to be the respondent.

Measurement of Variables

There are five variables in this research that the Korean wave, cognitive country image, affective country image, attitude toward Korean products and the intention to visit Korea. *Korean wave* is defined as the evaluation of consumers regarding the presence of Korean culture into Indonesia through music, film. Measurement of this variable is used three indicators have been developed based on research Kim et al, 2013, namely: Music Korea, Film/Korean dramas and Korean society. *Cognitive Country image* is defined as a thorough cognitive evaluation regarding a State. Measurement of this variable is used three indicators based on the measurement of Philip et al, 2013. The indicators used are fundamental factors, socioeconomic factors, factors reputation. *Affective country image* is defined as affective thorough evaluation of the country. Measurement of this variable is used three indicators based on the measurement of Philip et al 2013. convenience, familiarity, Trust. Attitude

toward Korean product, is the tendency of respondents to behave Korean products. This variable is measured by three indicators based on measurements Kanuk (2008), Attitudes Cognitive, Affective towards Korean products. Intention to visit defined tendency to behave respondents related to the possibility of tourist visits to Korea. This variable is measured by measurement of Philips, 2013, the measurement variable used two indicators, namely: .intention to visited and country priority

Based on the analysis by Smart PLS, it is known that all the variables of the study is reliable. But one of 14 items statements to measure the research variables is not valid. one statement item that has a value that is Y4.3 loading factor of less than 0.3 and less than 1.96 t statistic. Thus confirmatory factor test is repeated without including items such statements in the analysis.

DISCUSSION OF RESEARCH

Questionnaires were distributed in the study of 200 sets. Questionnaires were returned as many as 129. Thus, in this study the rate of return of 64.50%. Among the 129 questionnaires returned, only 110 questionnaires were eligible to be processed. The remaining 19 copies were not worth cultivated because of insufficiencies respondents. Most of the respondents were women it can be understood that women prefer Korean dramas because most Korean drama genre melancholy and emotional story, so many favored women. The views of most respondents age teenage years, it is also possible to teenagers more susceptible to foreign cultures because they are still in the process of identity formation.

Judging from the level of education, most respondents are secondary education, it is possible with higher education knowledge and consumer insight will be openness to foreign culture more than those who are knowledgeable low. Most of the respondents are students and housewives. This is possible because the level of activity of students and housewives still possible to enjoy Korean soap operas. Most respondents is relatively high income is higher than 5 million, making it likely they are to buy products / services as they wish.

Tabel 1 Result of Inner Weight

	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
Korwave -> Cogimage	-0.118	-0.044	0.223	0.528
Korwave -> Afecimage	0.399	0.395	0.161	2.478
Cogimage -> Afecimage	0.345	0.298	0.192	1.800
Cogimage -> attoprod	-0.408	-0.417	0.137	2.976
Afecimage -> attoprod	0.512	0.514	0.188	2.724
Cogimage -> intenviss	0.413	0.319	0.311	1.326
Afecimage -> intenviss	0.627	0.538	0.273	2.299

Based on the results of data processing by SEM (in research with smart PLS) . It is known that from 7 hypothesis proposed in this research there are four hypothesis is accepted and 3 hypothesis other rejected. 3 hypothesis is rejected among other Korean wave does not affect

cognitive country image , cognitive country image does not affect the country affective cognitive image and cognitive country image has no effect on the purchase decision of products from korea .

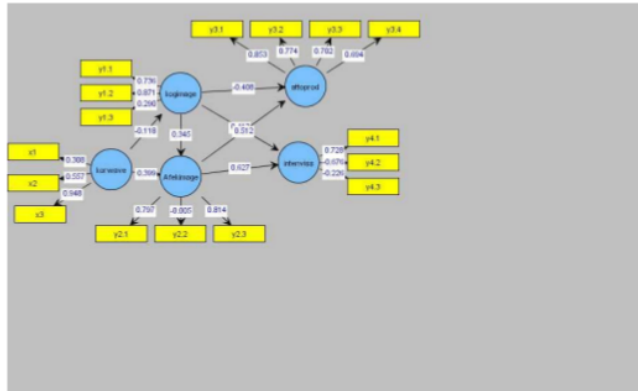


Figure 1. Result of Model

The results showed that, the Korean wave, in this study focus on assessment of drama and music as well as the habits of Korean society does not affect cognitive country image, the result is in contrast to results of previous studies which stated that the Korean wave affects cognitive country image. This is possible because of the different measurements. Respondents valued the Korean culture, like drama and music as the work of the Korean nation, did not affect their opinion on the socio-economic conditions, progress of a country, as movies or music are not associated with socio-economic conditions of a country. However, preference will be drama and music make respondents feel comfortable and familiar with the Korean state. In this study evidenced by the receipt hypothesis 2 that the Korean wave affecting the country affective image is viewed from feeling comfortable, safe and familiar with a country. The more people know, understand and love the culture then that person will be familiar, would feel comfortable with these countries.

The results of this study indicate that cognitive country image that Korea is a developed country, a country with great economic social, does not necessarily make people think Korea country that is safe and comfortable place to visit. This is possible because developed countries with social economy does not guarantee the security and comfort that is felt by the public, security and comfort comes as a sense of familiarity with the culture of a country is not as advanced or not a country.

Cognitive country image affects the positive attitudes of respondents will be products from Korea, it is possible impression arrested respondents that country Korea is a developed country, a country with economic social good, of course, has capability that is also good for producing goods, thus respondents would have a positive attitude will products manufactured Korea. By contrast, if associated with intention to visit Korea. Person impression that the country is a developed country and a country with great social economy does not affect respondent's intention to visit the country. Korea wishes to countries affected by a feeling of comfort, familiarity with Korean culture. The more respondents were familiar with the country of Korea, the Korea thinks that the country is a country that is safe and comfortable place to visit, the greater the respondent's intention to visit the country of Korea. In addition

to affecting the intention to visit Korea. The more respondents felt familiar with a country, the more he was interested to consume products from the country.

CONCLUSION AND LIMITATIONS OF RESEARCH

Korean wave affecting the affective country image, but no effect with cognitive country image. This is possible because a positive attitude to culture, film and music only affects the feeling someone how they feel comfortable, safe and familiar in a country are not related to how they view a country as developed countries, as well as countries with good economic social condition. Cognitive country image affect the attitude of Korean products, but does not affect to the intention to visit Korea, this is possible because the purchase Korean products are mostly based on rational considerations such as national origin which Korea was perceived as a country with the modern technology. Affective country image on the state of Korea affect attitudes toward product and intention to visit Korea. It shows the affective country image has a greater influence on behavior than cognitive country image.

The result of research indicating the cognitive country image that does not have an impact on purchase intention of products, in contrast to some previous studies that prove that the country image influences product purchasing decisions. So in the future studies need deeper reason why the gap research occurred

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