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The Influence of Influencer Marketing, Brand Image, and Price Discounts on Purchasing Decisions for Erigo Fashion Products on the TikTok Shop

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Abstract

Fashion brands selling through social commerce platforms need to understand how brand perceptions and promotional strategies relate to consumers' purchasing decisions. This study examined the individual and joint associations of influencer marketing, brand image, and price discounts with decisions to purchase Erigo fashion products through TikTok Shop in Surabaya. The quantitative study surveyed 166 purposively selected respondents using a questionnaire with a five-point Likert scale and analyzed the data using multiple linear regression. Each predictor was positively and statistically significantly associated with purchasing decisions after adjustment for the other two predictors. The overall regression model was statistically significant and explained 52.2% of the variance in purchasing decisions. Brand image was the strongest predictor, followed by price discounts and influencer marketing. The findings suggest that Erigo should prioritize strengthening its brand identity while collaborating with credible influencers and communicating discount terms clearly.

Keywords: Brand Image; Influencer Marketing; Price Discounts; Purchasing Decisions; TikTok Shop

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INTRODUCTION

The rapid development of information and communication technology has transformed business operations and consumer purchasing behavior. The increasing accessibility of the internet has enabled consumers to obtain product information, interact with sellers, compare alternatives, and complete transactions through digital platforms. This transformation has contributed to the expansion of electronic commerce and the emergence of social commerce, which integrates commercial transactions with social interactions and user-generated content. Unlike conventional online marketplaces, social commerce allows consumers to discover products through recommendations, digital reviews, promotional videos, and interactions with content creators. Consequently, purchasing decisions are increasingly shaped by information and marketing stimuli encountered within digital environments (Hajli, 2015). This development also reflects changes in consumer behavior, as individuals increasingly consider social influences, perceived value, and digital information when evaluating products (Solomon & Russell, 2024).

In Indonesia, the expansion of digital economic activities is supported by the increasing penetration of internet services. The Indonesian Internet Service Providers Association reported that internet penetration reached 80.66% in 2025, representing approximately 229.4 million connected individuals (APJII, 2025) . The increasing number of internet users indicates the growing importance of digital platforms in facilitating commercial activities. Furthermore, fashion and accessories have become prominent categories in Indonesia's video commerce ecosystem, accounting for approximately 28% of its gross merchandise value in 2025 (Immaculata et al., 2025). These developments demonstrate that fashion businesses must adapt their marketing approaches to digital environments in which consumers are exposed to visual content, promotional messages, and social recommendations. The integration of social interactions and commercial activities also creates opportunities for businesses to influence consumer trust and purchasing intentions through digital communication strategies (Liu et al., 2021).

One platform reflecting this transformation is TikTok Shop, which combines entertainment-oriented content with shopping facilities. Through short-form videos, livestreaming, and creator-generated recommendations, consumers can discover products and obtain promotional information without necessarily conducting an explicit product search. This environment creates opportunities for brands to communicate product value

while encouraging consumer engagement. Influencer marketing, brand image, and price discounts consequently become relevant elements in understanding consumer purchasing decisions. Marketing management involves the formulation and implementation of marketing strategies designed to understand consumer needs, develop appropriate marketing activities, and influence purchasing decisions. The marketing mix and consumer behavior are important aspects in explaining how consumers evaluate available products and ultimately determine their purchasing choices (Nurjanah et al., 2022). In this context, digital marketing strategies must consider not only the availability and affordability of products but also the credibility of promotional sources and the perceptions consumers develop toward particular brands.

One local fashion brand operating within this competitive environment is Erigo. As an Indonesian fashion brand, Erigo has expanded its market presence through digital platforms and online distribution channels. However, the increasing competition among fashion brands requires businesses to develop marketing strategies capable of attracting consumer attention and strengthening purchasing preferences. Consumer behavior involves a series of processes through which individuals select, purchase, use, and evaluate products to satisfy their needs and preferences (Solomon & Russell, 2024). Therefore, understanding the marketing factors associated with consumers' decisions to purchase Erigo products through TikTok Shop is important for evaluating the effectiveness of digital promotional strategies.

Influencer marketing represents one of the strategies increasingly employed by businesses to communicate product information through individuals who have established audiences on social media. Influencers can introduce products through recommendations, demonstrations, reviews, and personal experiences. However, the effectiveness of influencer marketing depends not merely on audience size but also on the compatibility between the influencer, the promoted product, and the intended consumers (Belanche et al., 2021). The credibility of influencer-generated content, including its informative value and the perceived trustworthiness of its source, can strengthen consumer confidence toward promotional messages (Lou & Yuan, 2019). Similarly, the expertise, trustworthiness, and attractiveness of influencers contribute to consumers' evaluations and purchase intentions (Garg & Bakshi, 2024). A broader synthesis of previous research also demonstrates that influencer characteristics and the theoretical mechanisms underlying their influence are important determinants of consumer responses to social media marketing (Han & Balabanis, 2024).

Nevertheless, empirical findings concerning influencer marketing and purchasing decisions remain inconsistent. Immaculata et al. (2025), who examined fashion products promoted through TikTok among Generation Z consumers in Surabaya, found that influencer marketing did not have a significant partial effect on purchasing decisions. In contrast, Triwardhani (2025) demonstrated that TikTok influencers significantly influenced purchasing decisions for Erigo clothing products. These differences indicate that the effectiveness of influencer marketing may depend on brand characteristics, consumer profiles, and the promotional context. Consequently, further investigation is necessary to understand the relationship between influencer marketing and purchasing decisions in the specific context of Erigo products on TikTok Shop.

Brand image constitutes another important consideration in consumer purchasing behavior. It refers to the associations and perceptions that consumers develop regarding a particular brand. A favorable brand image can distinguish a product from competing alternatives and strengthen consumers' confidence when evaluating available choices. Keller, (1993) explains that customer-based brand equity develops through brand associations that are strong, favorable, and unique in consumers' memories. This perspective is relevant to fashion products because brand identity communicates not only product characteristics but also perceived quality, lifestyle, and symbolic value. Previous research by Mujanah & Satriatama, (2022) identified a significant relationship between brand image and purchasing decisions for Erigo products in Surabaya. Similarly, research by Nugroho et al. (2024) demonstrated the relevance of brand image in explaining purchasing decisions for fashion products. Research focusing specifically on Erigo products on TikTok Shop also found that brand image significantly influenced purchasing decisions (Susanti et al., 2026).

However, brand image does not operate independently of other marketing considerations. Consumer evaluations can also be influenced by product information, promotional activities, and perceived economic benefits. Research examining clothing purchases found that brand image and price discounts did not demonstrate significant partial effects in the context investigated (Sari et al., 2023). Meanwhile, studies concerning fashion products on e-commerce platforms indicate that marketing mix elements, particularly price and promotion, are relevant to purchasing decisions among Generation Z consumers (Sari & Kusdiyanto, 2024) . These findings suggest that the relationship between brand image and purchasing decisions requires further examination alongside other marketing variables.

Price discount is another relevant factor because consumers frequently evaluate the economic benefits of promotional offers before purchasing products. Discounts may increase the perceived attractiveness of a product by creating an opportunity to obtain economic savings. Previous research indicates that consumers' responses to promotional prices are associated with their perceptions of acquisition value and transaction value (Compeau & Grewal, 1998). Furthermore, the effectiveness of sales promotions depends on the types of benefits offered and their compatibility with consumer expectations (Chandon et al., 2000). Price is an important consideration in consumer purchasing decisions, particularly in online fashion commerce, where consumers tend to evaluate product prices alongside promotional offers and service quality. Previous research has demonstrated that price, promotion, and service quality collectively contribute significantly to purchasing decisions among TikTok Shop users (Rahman & Sarah, 2024). Furthermore, perceived value plays an important role in connecting pricing strategies and discounts with purchasing decisions. Consumers do not merely consider the nominal price of a product but also assess the benefits and value they receive from the transaction (Sukmawati et al., 2026).

In the context of TikTok commerce, however, the effectiveness of price discounts remains subject to empirical differences. Pasya et al. (2025) found that discounts significantly influenced fashion purchasing decisions among TikTok users in Jambi. Conversely, Aryasa & Roosdhani (2024) reported that price discounts did not significantly affect purchasing decisions on TikTok. These contrasting findings suggest that promotional price strategies may produce different consumer responses depending on the product, platform, and purchasing context. Previous research on comparative price advertising also indicates that reference prices and the credibility of promotional offers are important considerations in consumer evaluations (Compeau & Grewal, 1998).

Based on the literature reviewed, this study identifies two principal research gaps. First, previous empirical findings concerning influencer marketing, brand image, and price discounts remain inconsistent. The influence of influencers has been significant in certain Erigo-related studies but insignificant in other TikTok fashion contexts. Similarly, brand image and price discounts have produced varying results across different fashion products and digital marketplaces. Second, previous studies have generally examined different combinations of marketing variables, leaving limited empirical evidence concerning the simultaneous examination of influencer marketing, brand image, and price discounts in a single research model focused specifically on Erigo products purchased through TikTok

Shop in Surabaya. Although previous research has examined Erigo in Surabaya (Mujanah & Satriatama, 2022), influencer and brand image relationships (Triwardhani, 2025), and promotional strategies on TikTok (Aryasa & Roosdhani, 2024), the integration of these three variables within the same empirical framework remains an area requiring further investigation.

The novelty of this research lies in the integration of influencer marketing, brand image, and price discount as three independent variables in examining purchasing decisions for Erigo fashion products through TikTok Shop, with consumers in Surabaya serving as the research context. The study combines the perspective of consumer behavior with the marketing management framework to explain how promotional credibility, brand associations, and perceived economic benefits are related to purchasing decisions. Influencer marketing is examined through the credibility and characteristics of promotional sources, brand image is understood through consumers' brand associations (Keller, 1993), and price discount is considered in relation to perceived economic value and promotional benefits. This approach is expected to provide a more integrated understanding of the marketing factors associated with consumer purchasing behavior in social commerce environments.

Accordingly, this research aims to analyze the simultaneous and partial influences of influencer marketing, brand image, and price discount on purchasing decisions for Erigo fashion products on TikTok Shop. Specifically, it investigates whether each independent variable individually contributes to purchasing decisions and whether the three variables collectively explain consumer purchasing behavior. Through this investigation, the study is expected to contribute empirical evidence to digital marketing and consumer behavior research while providing practical insights for Erigo in developing influencer-based promotional strategies, strengthening brand image, and managing price discount programs in an increasingly competitive social commerce environment.

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METHODS

This study employed a quantitative approach using a causal-associative research design. A quantitative approach was considered appropriate because the study sought to examine relationships and effects among research variables through numerical data collected from respondents and statistically analyzed. The causal-associative design was applied to

investigate the effects of three independent variables influencer marketing (X1), brand image (X2), and price discount (X3) on the dependent variable, namely purchase decisions (Y). Specifically, the research examined whether these three marketing-related factors influenced consumers' decisions to purchase Erigo fashion products through the TikTok Shop marketplace.

The research was conducted in Surabaya, East Java, focusing on consumer behavior among individuals who had purchased Erigo fashion products through TikTok Shop. The research activities took place in October 2026 and included questionnaire preparation and distribution, data collection, data processing, and statistical analysis. The research design incorporated four variables, each operationalized through specific indicators included in the questionnaire. Influencer marketing was assessed through three dimensions: expertise, trustworthiness, and attractiveness. Brand image was measured through the strength, favorability, and uniqueness of brand associations. Price discount was operationalized through the magnitude of the discount, the duration of the discount period, and the types of products included in promotional offers. Meanwhile, purchase decisions were assessed through product choice, brand choice, purchase timing, and purchase method. These indicators provided the operational basis for examining the relationships between the independent variables and consumers' purchasing decisions.

The research population comprised Erigo consumers residing in Surabaya who had previously purchased Erigo fashion products through TikTok Shop. Since the exact population size was unknown, the minimum sample requirement was calculated using the Lemeshow formula. The calculation applied a 99% confidence level, a Z-value of 2.576, a population proportion of 0.5, and a margin of error of 10%, resulting in a minimum sample requirement of 165 respondents. Respondents were selected through non-probability sampling using a purposive sampling technique. The eligibility criteria required participants to reside in Surabaya, be at least 19 years old, recognize the Erigo brand, have used TikTok Shop, have encountered Erigo promotional content, have purchased Erigo fashion products through TikTok Shop at least once, and be willing to complete the questionnaire. The final research dataset comprised 166 valid respondents.

Primary data were collected through a structured questionnaire distributed electronically using Google Forms. Questionnaire statements were developed according to the indicators of each research variable and measured using a five-point Likert scale, ranging

from strongly disagree (1) to strongly agree (5). Secondary data were obtained from books, research articles, previous studies, APJII data, and other relevant official sources. Instrument validity was assessed using the Pearson Product Moment correlation, with a significance value below 0.05 indicating a valid item. Reliability was evaluated using Cronbach's Alpha, with a coefficient of at least 0.70 considered acceptable.

The collected data were processed using IBM SPSS through editing, coding, and tabulating procedures. Multiple linear regression served as the principal analytical technique to examine the effects of influencer marketing, brand image, and price discount on purchase decisions, both individually and collectively. This analytical procedure was aligned with the research objectives of establishing empirical evidence regarding the relationships between the three independent variables and consumers' decisions to purchase Erigo fashion products through TikTok Shop.

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RESULTS

This study examines the effects of *influencer marketing*, *brand image*, and *price discounts* on consumers' purchasing decisions regarding Erigo fashion products through TikTok Shop. The analysis was conducted using data collected from 166 respondents who met the research criteria. Questionnaire responses were processed using IBM SPSS and analyzed through multiple linear regression. The research findings are presented through descriptive statistics, instrument validity and reliability tests, model assumption testing, and regression and hypothesis testing.

Table 1. Descriptive Statistics of Research Variabels

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Marketing	166	18	30	23.61	2.710
Brand Image	166	17	30	24.65	2.845
Price Discount	166	18	30	24.28	2.915
Purchase Decision	166	34	59	48.57	4.652

Source: Primary data processed, 2026.

Table 1. Descriptive Statistics of Research Variables presents an overview of respondents' assessments of the variables examined in this study. *Influencer marketing* recorded a mean score of 23.61, with a standard deviation of 2.710. *Brand image* obtained a mean score of 24.65 and a standard deviation of 2.845, while *price discount* recorded a mean of 24.28 and a standard deviation of 2.915.

Meanwhile, the purchase decision variable achieved a mean score of 48.57, with a standard deviation of 4.652. Since the purchase decision variable consists of more questionnaire items than each independent variable, comparisons based solely on total scores should be interpreted cautiously. When assessed using the average score per item, *brand image* recorded the highest mean among the independent variables, at approximately 4.11. These descriptive findings indicate generally favorable respondent assessments of Erigo's brand image, influencer-based promotional activities, and price discount offerings.

Table 2. Results of Instrument Validity and Reliability Tests

Variable	Number of Items	Range of r Calculated	Cronbach's Alpha	Assesment
Influencer Marketing	6	0.669 – 0.751	0.800	Valid and Reliable
Brand Image	6	0.669 – 0.776	0.813	Valid and Reliable
Price Discount	6	0.670 – 0.799	0.817	Valid and Reliable
Purchase Decision	12	0.434 – 0.668	0.809	Valid and Reliable

Source: Primary data processed, 2026.

Table 2. Validity and Reliability Test Results show that, demonstrates that all 30 questionnaire items satisfied the validity requirements. The calculated item correlations ranged from 0.434 to 0.799, exceeding the critical correlation value of 0.152, with significance levels below 0.001.

Furthermore, the reliability results indicate that all research variables achieved Cronbach's Alpha coefficients above the minimum threshold of 0.70. Price discount recorded the highest reliability coefficient (0.817), followed by brand image (0.813), purchase decision (0.809), and influencer marketing (0.800). These findings confirm that the research instrument demonstrated adequate internal consistency and was suitable for subsequent statistical analysis.

Table 3. Results of Classical Assumption Tests

Test	Variable/Indikator	Result	Criteria	Conclusion
Normality	Kolmogorov – Smirnov Sig.	0.053	Greater than 0.05	Normal
Multicolinearity	Influencer Marketing (VIF)	1.048	Below 10	No multicolinearity
	Brand Image (VIF)	1.052	Below 10	No multicolinearity
	Price Discount (VIF)	1.004	Below 10	No multicolinearity
Heteroscedasticity	Influencer Marketing Sig.	0.584	Greater than 0.05	No indication
	Brand Image Sig.	0.171	Greater than 0.05	No indication
	Price Discount Sig.	0.235	Greater than 0.05	No indication

Source: Primary data processed, 2026.

Table 3. Results of Classical Assumption Tests, presents the outcomes of the three diagnostic procedures. The Kolmogorov–Smirnov test produced a significance value of 0.053, indicating that the regression residuals met the normality assumption. The multicollinearity assessment revealed that all independent variables had Variance Inflation Factor (VIF) values below 10, with tolerance values exceeding 0.10. These results indicate that no problematic multicollinearity was identified among the independent variables.

Additionally, the Glejser test produced significance values of 0.584 for influencer marketing, 0.171 for brand image, and 0.235 for price discount. Since all values exceeded 0.05, the analysis provided no statistical indication of heteroscedasticity. Overall, the diagnostic results support the suitability of the regression model for further hypothesis testing.

Table 4. Multiple Linear Regression Results

Independent Variabels	B	Standardized Beta	t-value	Sig.
Constant	9.058	-	2.648	0.009
Influencer Marketing	0.286	0.166	3.020	0.003
Brand Image	1.049	0.641	11.626	Less than 0.001
Price Discount	0.285	0.179	3.315	0.001

Source: Primary data processed, 2026.

Table 4. Multiple Linear Regression Results, shows that all three independent variables have positive regression coefficients and statistically significant relationships with purchase decisions.

The regression equation is expressed as follows:

$$Y = 9.058 + 0.286X_1 + 1.049X_2 + 0.285X_3 = e$$

The coefficient for influencer marketing (B = 0.286; p = 0.003) indicates a positive and statistically significant relationship with purchase decisions. Similarly, brand image demonstrates a positive and significant relationship (B = 1.049; p less than 0.001). Price discount also exhibits a positive and significant relationship with purchase decisions (B = 0.285; p = 0.001).

Based on the standardized beta coefficients, brand image represents the strongest predictor in the regression model (β = 0.641), followed by price discount (β = 0.179) and influencer marketing (β = 0.166). This finding suggests that brand image has the greatest

relative statistical contribution among the three independent variables in explaining consumers' purchase decisions.

Table 5. Coefficient of Determination

Statistical Indicator	Value
R	0.729
R Square	0.531
Adjusted R Square	0.522
Standard Error of the Estimate	3.215

Source: Primary data processed, 2026.

Table 5. Coefficient of Determination, show that indicates an R Square value of 0.531 and an Adjusted R Square value of 0.522. The adjusted coefficient suggests that influencer marketing, brand image, and price discount collectively explain 52.2% of the variation in purchase decisions.

The remaining 47.8% is attributable to other factors not incorporated into the present research model. These results indicate that the three independent variables provide a meaningful explanatory contribution to understanding consumer purchasing decisions regarding Erigo fashion products on TikTok Shop.

Table 6. Simultaneous Regression Test (F-Test)

Statistical Indicator	Value
F-value	61.181
Significance	Less than 0.001
Significance Level	0.05
Decision	Significant

Source: Primary data processed, 2026.

Table 6. Simultaneous Regression Test (F-Test), demonstrates that the regression model produced an F-value of 61.181, with a significance level below 0.001. Since the significance value is lower than the established threshold of 0.05, the null hypothesis is rejected. This result confirms that influencer marketing, brand image, and price discount simultaneously have a statistically significant relationship with purchase decisions regarding Erigo fashion products on TikTok Shop.

Table 7. Partial Regression Test (t-Test)

Hypothesis	Relationship	t-value	Sig.	Decision
H2	Influencer Marketing – Purchase Decision	3.020	0.003	Accepted
H3	Brand Image – Purchase Decision	11.626	Less than 0.001	Accepted
H4	Price Discount – Puchase Decision	3.513	0.001	Accepted

Source: Primary data processed, 2026.

Table 7. Partial Regression Test (t-Test), presents the individual effects of the three independent variables on purchase decisions. The findings demonstrate that influencer marketing has a positive and significant relationship with purchase decisions (t = 3.020; p = 0.003). Brand image also exhibits a positive and statistically significant relationship (t = 11.626; p less than 0.001). Similarly, price discount demonstrates a positive and significant relationship (t = 3.315; p = 0.001).

DISCUSSION

The findings indicate that influencer marketing has a positive and significant relationship with consumers' purchase decisions (B = 0.286; t = 3.020; p = 0.003). This suggests that influencers' expertise, trustworthiness, and attractiveness may help consumers evaluate Erigo products before making a purchase. This result is consistent with Triwardhani (2025), who identified a significant relationship between TikTok influencers and purchasing decisions for Erigo products. However, it differs from Nurjanah et al. (2022), who found no significant effect of influencer marketing on fashion purchases through TikTok. This difference may reflect variations in research objects, respondent characteristics, and the combination of variables examined.

Brand image demonstrates a positive and significant relationship with purchase decisions (B = 1.049; t = 11.626; p < 0.001). It also has the highest standardized coefficient (β = 0.641), indicating that it is the strongest predictor among the variables examined. The relatively high mean score of 4.11 further reflects consumers' positive perceptions of Erigo's brand associations, particularly their strength, favorability, and uniqueness. This finding supports Mujanah & Satriatama (2022) , who also reported a significant relationship between brand image and purchasing decisions for Erigo products in Surabaya. Therefore, maintaining a recognizable and positive brand identity appears important in strengthening consumers' purchase decisions.

Price discount also has a positive and significant relationship with purchase decisions (B = 0.285; t = 3.315; p = 0.001). The mean score of 4.05 indicates that respondents generally viewed Erigo's discount offers positively. Discount amount, promotional period, and eligible product types may contribute to the perceived attractiveness of these offers. This finding is consistent with Pasya et al. (2025), who found that discounts significantly influenced fashion purchases among TikTok users. However, it differs from Aryasa & Roosdhani (2024), whose

study found no significant effect of price discounts. These differences suggest that the relevance of discounts may vary depending on the product and purchasing context.

Simultaneously, influencer marketing, brand image, and price discount significantly explain purchase decisions ($F = 61.181$; $p < 0.001$). The adjusted R^2 of 0.522 indicates that these three variables account for 52.2% of the variation in purchase decisions, while the remaining 47.8% is associated with factors outside the research model. Among the predictors, brand image provides the strongest contribution, followed by price discount and influencer marketing.

These findings suggest that Erigo should prioritize strengthening its brand image while maintaining relevant influencer collaborations and attractive discount strategies. Nevertheless, the results should be interpreted within the study's limitations, particularly its purposive sample of 166 consumers in Surabaya and its reliance on questionnaire data. Future research could examine additional factors, such as product quality, online customer reviews, consumer trust, and live streaming, across broader geographical areas.

CONCLUSION

The finding the relationships of influencer marketing, brand image, and price discount with purchase decisions for Erigo fashion products on TikTok Shop among consumers in Surabaya. All three variables were positively and significantly associated with purchase decisions, individually and jointly. Brand image emerged as the strongest predictor, followed by price discount and influencer marketing. Together, the variables explained 52.2% of the variance in purchase decisions.

These findings address the research objectives by confirming the relevance of the three marketing factors in the context examined. The study contributes empirical evidence by integrating influencer marketing, brand image, and price discount in one model focused on Erigo products on TikTok Shop. It also clarifies the relative importance of brand image within the model. This integrated perspective offers a context-specific contribution to digital marketing and consumer behavior research in fashion commerce.

Practically, Erigo should prioritize a distinctive brand identity, supported by reliable product quality and clear communication of product value. Influencer partnerships should emphasize credibility, expertise, and relevance to the target audience. Discount programs

should communicate the discount amount, duration, and eligible products transparently. These approaches may support informed purchasing decisions.

The findings are limited by the purposive sample of 166 consumers in Surabaya and the use of questionnaire data. Future studies should broaden geographical coverage and respondent characteristics, consider different sampling approaches, and examine factors such as product quality, online customer reviews, content marketing, live streaming, consumer trust, and price perception. Comparisons across brands and social-commerce platforms would further clarify fashion purchase decisions.

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