



THE IMPACT OF SUSTAINABLE MARKETING AND VINTAGE OR SECOND-HAND CLOTHING FASHION ON GENERATION Z

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Reception Date: May 27th, 2023

Approval Date: September 14th, 2023

Summary

Currently, second-hand or vintage clothing has become a purchasing trend among young people of generation Z. This is due to the fact that various organizations resort to the use of digital platforms, whether for convenience, economy or the apparent or real intention to contribute to the environment, to communicate a sustainable position. In this way, generation Z is interested in purchasing vintage clothing since this is a generation that was born and raised under an educational scheme aimed at helping the environment, leading them not to create consumerism of disposable clothing or fast fashion. The present research is of a mixed nature, of exploratory-descriptive scope and of transectional scope, whose main objective was to establish the impact and influence that marketing has had on vintage clothing on young people. Young people between 15 and 24 years old in Morelia, Mexico were surveyed to find out the impact of vintage or second-hand clothing fashion marketing on this sector of the population. The research made it possible to establish an attraction on the part of young people to consume more and more second-hand clothing.

Keywords: sustainable marketing, fast fashion, second-hand clothing, generation Z.

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EL IMPACTO DEL MARKETING SUSTENTABLE Y LA MODA DE ROPA VINTAGE O SEGUNDA MANO EN LA GENERACIÓN Z

Resumen

En la actualidad, la ropa de segunda mano o *vintage* se ha convertido en una tendencia de compra en lo jóvenes de la generación Z. Lo anterior obedece a que diversas organizaciones recurren al uso de plataformas digitales, ya sea por comodidad, economía o la aparente o real intención de contribuir con el medio ambiente, para comunicar una postura sustentable. De esta forma, la generación Z se interesa en la compra de ropa *vintage* ya que ésta es una generación que nació y creció bajo un esquema educativo orientado a ayudar al medio ambiente, llevándolos a no crear un consumismo de ropa desechable o *fast fashion*. La presente investigación es de carácter mixto, de alcance exploratorio-descriptivo y de alcance transeccional, cuyo objetivo principal fue establecer el impacto e influencia que ha tenido el *marketing* en los jóvenes sobre la ropa *vintage*. Se encuestaron a jóvenes de entre 15 a 24 años de Morelia, México para conocer el impacto del *marketing* de la moda de la ropa *vintage* o segunda mano en este sector de la población. La investigación permitió establecer una atracción por parte de los jóvenes para consumir cada vez más ropa de segunda mano.

Palabras clave: marketing sustentable, moda rápida, ropa de segunda mano, generación Z.

O IMPACTO DO MARKETING SUSTENTÁVEL E DA MODA VINTAGE OU DE SEGUNDA MÃO NA GERAÇÃO Z

Resumo:

Atualmente, o vestuário em segunda mão ou *vintage* tornou-se uma tendência de compra entre os jovens da geração Z. Isto deve-se ao facto de diversas organizações recorrerem ao uso de plataformas digitais, seja por conveniência, economia ou pela intenção aparente ou real de contribuir. ao meio ambiente, para comunicar uma posição sustentável. Desta forma, a geração Z tem interesse em adquirir roupas *vintage* por se tratar de uma geração que nasceu e cresceu sob um esquema educacional que visa ajudar o meio ambiente, levando-os a não criar o consumismo de roupas descartáveis ou *fast fashion*. A presente investigação é de natureza mista, de âmbito exploratório-descriptivo e de âmbito transeccional, cujo objetivo principal foi estabelecer o impacto e a influência que o *marketing* teve no vestuário *vintage* nos jovens. Jovens entre 15 e 24 anos de Morelia, no México, foram entrevistados para descobrir o impacto do *marketing* de moda de roupas *vintage* ou de segunda mão neste setor da população. A pesquisa permitiu estabelecer uma atração por parte dos jovens em consumir cada vez mais roupas de segunda mão.

Palavras chave: marketing sustentável, *fast fashion*, roupas usadas, geração Z.

1. INTRODUCTION:

Vintage clothing marketing is a strategy to sell used clothing by highlighting its unique characteristics, its ability to evoke memories, and its positive impact on the environment. On the other hand, members of Generation Z are transforming the world. They have grown up with technology and social media and are using their skills to create a more diverse, sustainable, and entrepreneurial world.

In this work, the impact and influence that marketing has had on the youth of this generation regarding vintage clothing are presented, so that they are persuaded when buying second-hand garments. Additionally, it aims to identify the media and techniques used to influence the purchase moment and determine if the medium used achieved an increase in demand for these types of garments. Moreover, the research explores whether purchasing second-hand clothing has a connection with the environment and whether young people are influenced by trends created by celebrities or the internet, or if they do so for economic reasons and to minimize their consumption tendency.

To gather primary information, surveys were used, which were applied to young people, both men and women, aged 15 to 24 years (Generation Z) from the city of Morelia, Mexico, who had knowledge about vintage or second-hand clothing, as discussing the impact of a purchasing trend requires having personally experienced that trend and knowing how it spread. The consumer from the sample unit does not belong to a high economic level, as these garments are not usually high-priced compared to those offered in commercial stores.

The research work initially presents the theoretical framework, which consists of a literature review supporting the constructs analyzed in this research. Subsequently, the methodological design followed is described, followed by the presentation of the main results, and finally, the conclusions of the research are presented.

2. THEORETICAL FRAMEWORK

Sustainable Marketing.

Sustainable marketing is an approach to marketing aimed at meeting the current needs of consumers and society in a profitable and sustainable way (Peattie, 1995 and Bur, 2013). It involves actions that are socially and environmentally responsible and contribute to conserving or improving the environment for future generations (Kotler & Armstrong, 2012).

Sustainable marketing has four main purposes:

- Informing and educating consumers about social and environmental issues.
- Stimulating actions that benefit the environment and society.
- Changing harmful behaviors towards the natural and social environment.
- Changing societal values to be more sustainable.

According to García-Orcoyen (2009), sustainable marketing is a strategy that combines business objectives with sustainability goals. By focusing on the needs of consumers and the environment, companies can build trust and create business opportunities. For it to be effective, sustainable marketing must be honest and transparent and reflect the company's corporate culture.

Meanwhile, Fuller (1999) defines it as a form of marketing that considers the needs of customers, the company's objectives, and the environment. It focuses on developing, selling, and distributing products and services responsibly and sustainably. Therefore, it can be observed that each of these definitions has a great similarity, as each seeks to satisfy the customer and help the planet.

Fast fashion.

The fast fashion trend has burst into the world of fashion with force. Instead of following the traditional approach of presenting seasonal collections such as spring-summer or fall-winter, major brands are now radically changing their focus. On the other hand, some brands initially devote their best efforts to the national

market when the greatest opportunities lie in external markets. Dueñas, J & Peñalosa, M. (2015).

These brands constantly update their clothing offerings, introducing new collections every fifteen days. This approach implies a faster placement of products in stores and more affordable prices for consumers, ultimately reaching a much broader audience (López Barrios, 2012).

The concept introduced by companies dedicated to fast fashion has transformed the notion of annual collections, giving rise to what they call "live collections." In this approach, garments are designed, manufactured, distributed, and sold at a speed almost equal to the rapid changes in customer tastes. In fact, these same companies drive these accelerated changes by stocking their stores with new designs every week, creating a sense of urgency. Customers are motivated to buy garments immediately, as they are made to understand that if they like a model, it is better to acquire it at that moment since it is very likely that it will not be available the following week. Thus, an environment of scarcity and immediate opportunity is created, resulting from the "live collections" concept promoted by these companies (Llovet, 2016).

For his part, Martínez-Barreiro (2008) states that fast fashion is a clothing production and distribution model based on speed and efficiency. Fast fashion brands produce clothing at low cost and quickly bring it to market, following the latest trends. This model has created a new way of dressing, where consumers buy more clothes but use them for a shorter time. Finally, Chatvijit (2012) agrees by stating that the concept of *fast fashion* is a business strategy that involves quickly adapting to the latest trends. This adaptation is carried out efficiently and swiftly to increase the demand for fashion products in a short period.

2.3 Second-hand Clothing

The second-hand market has gone through three distinct stages throughout its history. Initially, it was an economical alternative for low-income individuals. However, in the 20th century, it began to decline due to mass production and advertising. Currently, the second-hand market has resurged thanks to increased awareness of sustainability (Weinstein, 2014).

The marked differentiation between these periods is explained by the strong influence of the values of each era on how second-hand product consumption is perceived. In fact, perception is considered one of the most influential psychological factors in purchasing decisions; therefore, a change in this perception can have a significant impact on what people choose to consume and what they prefer to avoid consuming (Kotler & Armstrong, 2012).

Since the year 2000, a period of destigmatization and "renewed popularity" has begun (Weinstein, 2014). This change was triggered by the global economic crisis of 2009 and various controversies related to the fashion industry, such as child labor, which made consumers more aware of the social and environmental impacts hidden behind their purchasing choices. In the past ten years, according to Cervellon et al. (2012), the trend of vintage fashion and second-hand shopping has been constantly growing in Western cultures and developing countries. This trend is being leveraged by both established companies and new players presenting innovative business models. An effective way to keep clothing in circulation is to encourage the purchase of second-hand clothing, as acquiring a garment in this market means one less garment needs to be produced. This has evident environmental benefits when consumers choose this approach (García & Villanueva, 2019).

Although there are different perspectives on the motivations driving second-hand clothing consumption, most authors agree that there are four main groups (García & Villanueva, 2019):

- Economic (Guiot & Roux, 2010).
- Recreational (Guiot & Roux, 2010).
- Critical/ethical (Guiot & Roux, 2010).
- The role of fashion or trend (Ferraro et al., 2016).

Vintage Clothing

The vintage aesthetic refers to garments or objects that are old, but not old enough to be considered antiques. This aesthetic has gained popularity in recent years, driven by fashion icons like Dita Von Teese (an American model, actress, and burlesque performer), who often wears second-hand clothes.

Vintage is an English term derived from the French word *vendange*, which has undergone changes in meaning, spelling, and pronunciation. Originally, it was used to describe high-quality wine related to a specific harvest or vintage. However, over time, various wineries began to use this word to refer to the wines resulting from their most outstanding harvests. This led to its meaning expanding to encompass any high-quality old item (Gómez Velásquez, 2018).

The concept of *vintage*, which means "harvest" in Spanish, has led to a change in consumer behavior, who are now more open to buying second-hand products. According to Cassidy & Bennett (2012), this shift is also influenced by the 21st-century society's increased appreciation for sustainability and the environment. This has led to changes in consumption habits, with a greater interest in acquiring second-hand products or items made from sustainable materials. This change is particularly noticeable among young people, who are more aware of these issues (Cassidy & Bennett, 2012).

Adding to this scenario is the trend towards vintage, particularly vintage fashion, which has seen notable growth in recent decades. This trend opposes fast, ephemeral, and mass-produced fashion. In this context, consumers seek greater personalization, individuality, and style in their clothing. In response to these desires, the concepts of eco-fashion and sustainable fashion have emerged as solutions to address the environmental problems linked to current fashion industry manufacturing processes (Rodríguez Agudelo et al., 2019).

Currently, the term vintage has experienced a significant increase in popularity thanks to social media. Moreover, the fact that influencers have adopted this word as a symbol of fashion, elegance, and nostalgia has greatly contributed to its appropriation.

Generation Z

The generation born after the millennials, often described as true digital natives, is Generation Z (Espiritusanto Nicolás, 2016). This generation includes young people born between 1994 and 2010 (the range may vary depending on the authors) and is notably distinguished as the most influential group in terms of

technological trends. This encompasses not only the use of technology but also communication, banking, and new purchasing patterns (Espiritusanto Nicolás, 2016).

This generation is the first to be born entirely in a fully established digital era. This fact has led to a significant shift in their habits concerning digital media and purchasing behavior compared to previous generations. According to the CepymeNews portal (2020), in the 2019 projection, this generation surpassed the previous one in numbers, constituting 32% of the global population. According to figures from IAB Spain (2020), the average time these young people spend on their devices is 90 minutes per day, which represents an increase of 20 minutes daily compared to the previous year (Martin et al., 2022).

The expectations of Generation Z differ significantly due to their marked distinction from other generations. They are pioneers in leading a completely digital life, staying connected with the world and each other across continents and cities, using technology that has always been available to them (Doardi, 2021). That is, they are a generation of digital natives who have been using new technologies from an early age. Therefore, they are self-taught, creative, collaborative, and exposed to a vast amount of information. These attributes characterize the young people of Generation Z. These traits make them a new type of consumer with distinct habits, skills, and attitudes in their relationship with brands. These characteristics are forcing companies to adapt to a new reality where digitalization reaches its peak. Additionally, digital transformation in their communication is not only necessary but also urgent (Lara & Ortega-Cachón, 2016).

3. METHODOLOGY

This research is exploratory-descriptive, non-experimental, cross-sectional, and employs a mixed-methods approach, as both quantitative and qualitative approaches were utilized. For the development of the theoretical framework, various academic sources were used, such as Redalyc, Dialnet, Scielo, and REDIB.

Based on the literature review, a questionnaire was designed and used as a survey. The survey was conducted with 142 people, where the only two filters were whether they met the age criteria for Generation Z (15-24 years) and if they had ever bought vintage or

second-hand clothing. The instrument used for the survey was a Google Forms questionnaire, shared via social media platforms such as Facebook, Instagram, and WhatsApp. It consisted of three segmentation questions: gender, age, and whether they had ever bought second-hand or vintage clothing. Following these were 15 questions related to the research topic, divided into sections.

For scaling techniques, the Likert scale was used, which is considered an ordinal scale since it helps provide better response options for each consumer. Consumers vary in socioeconomic level, tastes or preferences, availability, gender, or other different variables that exist today. Additionally, observation was employed to gather complementary primary information.

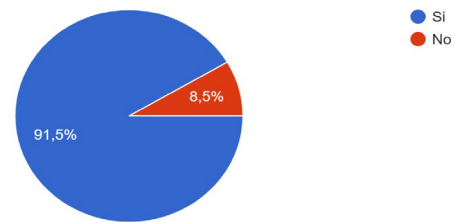
4. RESULTS:

The present survey was conducted from May 13 to June 3, 2022, using a Google Forms questionnaire. Through convenience sampling, information was collected from 142 individuals in Morelia, Mexico (both women and men aged 15 to 24 years).

The results of the survey allowed us to achieve the main objective of the research, which was to understand the impact and influence of marketing on young people regarding vintage clothing, and how they were persuaded to purchase second-hand garments. Additionally, it provided insight into the media and techniques used.

In Figure 1, it can be seen that 91.5% of respondents have purchased second-hand products, while 8.5% have not.

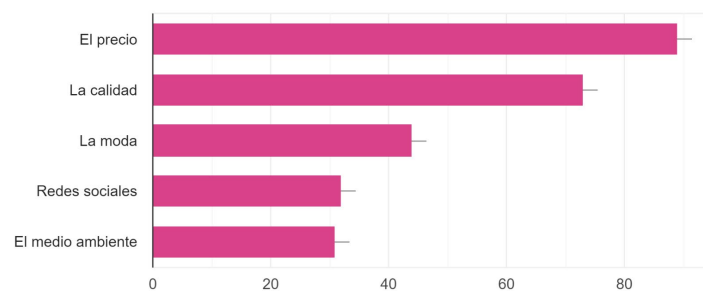
Graph 1. Have you ever bought second-hand or vintage clothing?



Source: Prepared by the author based on research results.

Regarding the factors influencing the purchase (Graph 2) of this product, 62.7% purchase it due to the economic situation, as these garments are usually priced lower compared to new ones. Another 51.4% cite the quality of vintage clothing, which tends to be of better quality than today's garments. Meanwhile, 31% attribute their purchase to the trend of second-hand or vintage clothing, which is popular thanks to social media and influencers. Additionally, 22.5% say that social media influenced their decision, either through advertising or suggestions, and 21.8% purchase these garments to help the environment, thus avoiding the mass consumption of fast fashion items.

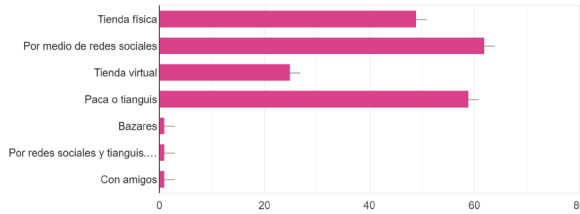
Graph 2. What influenced your purchase?



Source: Prepared by the author based on research results.

Graph 3 shows the preferred purchasing methods: 43.7% prefer to buy through social media, 41.5% prefer buying at flea markets or street markets, 34.5% prefer physical stores, while the remaining percentage is divided between bazaars and friends.

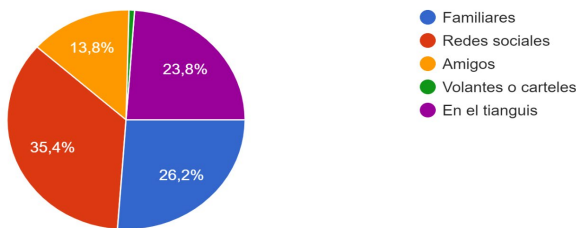
Graph 3. What method have you used to purchase these types of products?



Source: Prepared by the author based on research results.

On the other hand, Graph 4 shows the results related to how the consumer learned about the availability of this product. 35.4% reported discovering it through social media, 26.2% through family, 23.8% through visits to the market, 13.8% through friends, and 0.8% through flyers or posters.

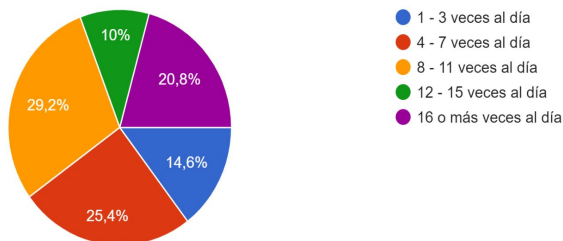
Graph 4. How did you find out about the availability of second-hand clothing for sale?



Source: Created by the author based on research results.

Another factor to analyze was the frequency with which young people check social media, as this reflects how persuaded they might be due to the time they spend on these platforms (see Figure 5). Of this, 29.2% say they check it 8-11 times a day, 25.4% check it 4-7 times, 20.8% check it 16 or more times, 14.6% check it 1-3 times, and 10% check it 12-15 times.

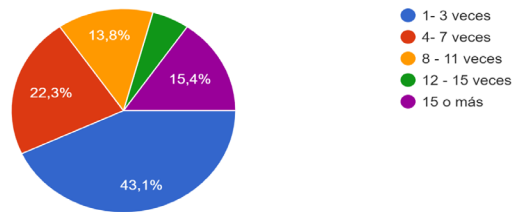
Graph 5. How often do you check social media?



Source: Prepared by the author based on research results.

To determine if the consumption of these garments has increased, respondents were asked how often they usually buy them (Figure 6). 43.1% say they buy 1-3 times, 22.3% buy 4-7 times, 8-11 times, 15.4% buy 15 or more times, and 5.4% buy 12-15 times.

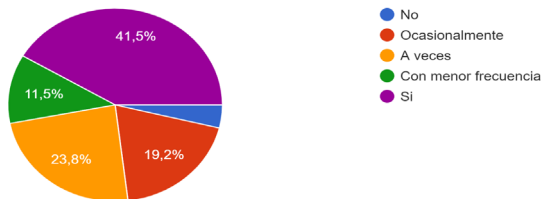
Graph 6. How frequently have you purchased second-hand clothing?



Source: Created by the author based on the research results.

Regarding whether people continue to buy new clothes as they did before knowing or acquiring second-hand clothing (Figure 7), 41.5% say yes, 23.8% sometimes, 19.2% occasionally, 11.5% less frequently, and 3.8% no. This indicates that a significant percentage has not changed their buying habits.

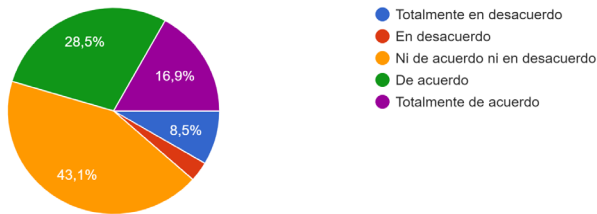
Graph 7. Do you still buy new clothes?



Source: Own elaboration based on research results.

As seen in Graph 8, 43.1% state that they neither agree nor disagree that influencers had any role in making vintage clothing trendy, while 28.5% agree, 16.9% strongly agree, 8.5% strongly disagree, and 3.1% disagree.

Graph 8. Do you think influencers played a role in making vintage clothing fashionable?



Source: Own elaboration based on research results.

5. CONCLUSIONS

Based on the information obtained, it was discovered that today a large percentage of young people have bought second-hand clothing, mostly due to economic reasons, as it is cheaper compared to new clothes. Consequently, it can be established that the consumption of second-hand clothing is not associated with environmental help; this is not a significant factor for Generation Z.

Another notable finding is that a large percentage of consumers buy through social media or through "pacas," as they are colloquially known at flea markets. However, they learned about these options via social media, as Generation Z tends to spend a significant part of their day on digital platforms. Therefore, it is confirmed that social media marketing has a significant impact on young people, as they often purchase what is shown to them online, whether through lower pricing strategies, trendy vintage clothing, or the convenience of buying from the palm of their hand with a mobile device, all without leaving home.

Additionally, the research objective related to the impact of influencers in popularizing second-hand clothing was addressed. The response was interesting, as the interviewees did not consider influencers to have a significant impact. However, they also reported using social media for several hours a day, and the impact on their behavior was identified. Therefore, it was concluded that, in this part of the survey, the majority of respondents were not entirely objective, and influencers do indeed impact Generation Z in terms of purchasing and following clothing trends.

Considering all the results obtained from the survey, it is possible to conclude that the research objective was met. The majority of the sample of Generation Z youth consumes second-hand clothing primarily for economic reasons, influenced by social media marketing, including influencer strategies, low prices, fashion, and minimal social responsibility toward the environment. Additionally, a change in consumer behavior is observed, with an increase in the purchase of second-hand clothing, although new clothing purchases are not entirely abandoned.

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