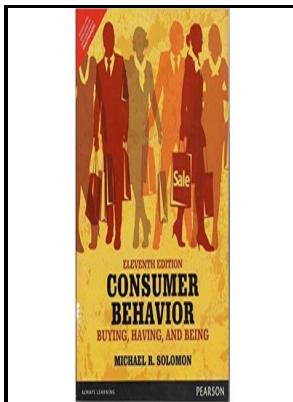


Consumer behavior - buying, having, and being

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