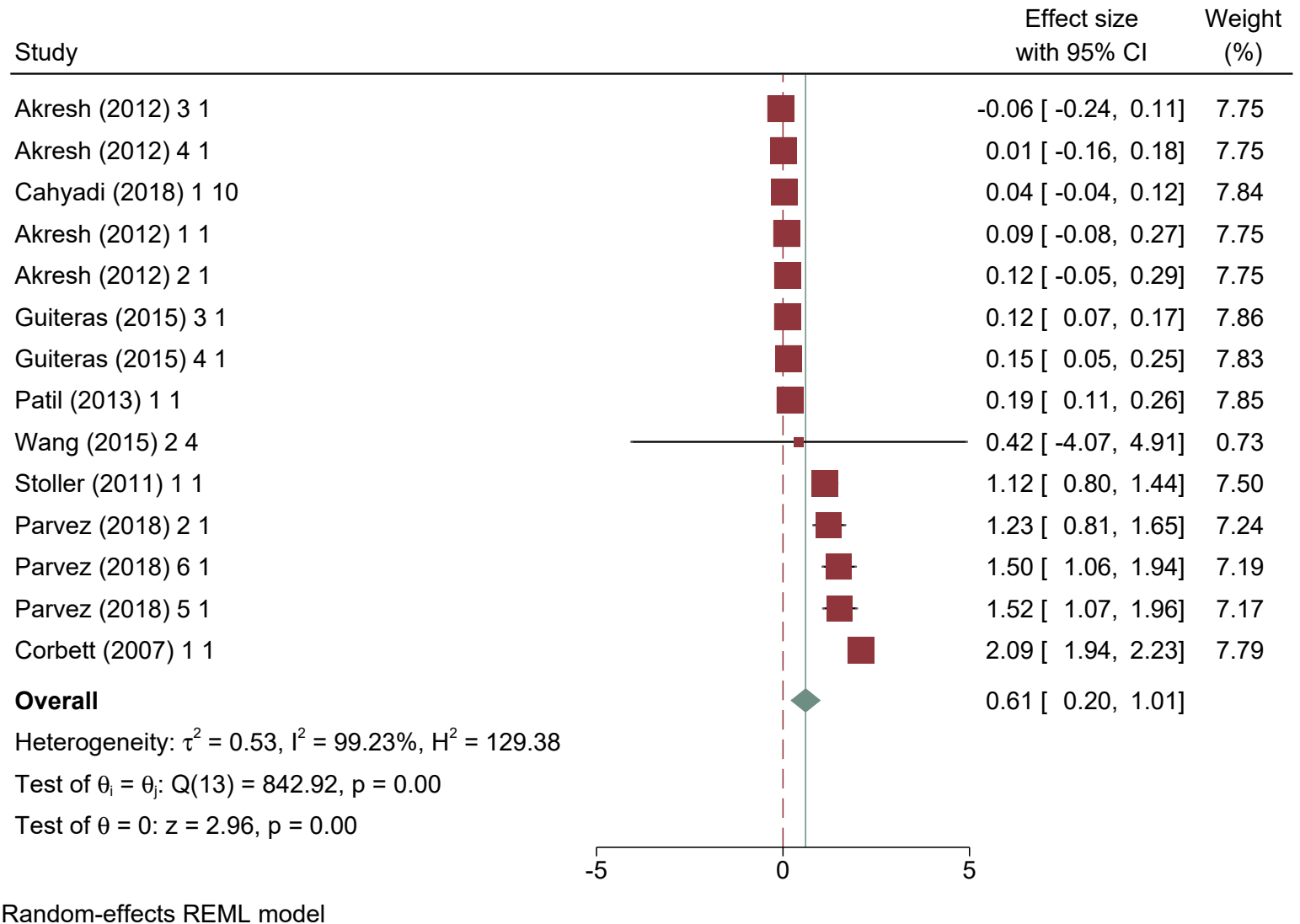Sample: Enablement & Consumption or purchasing decision with social externalities