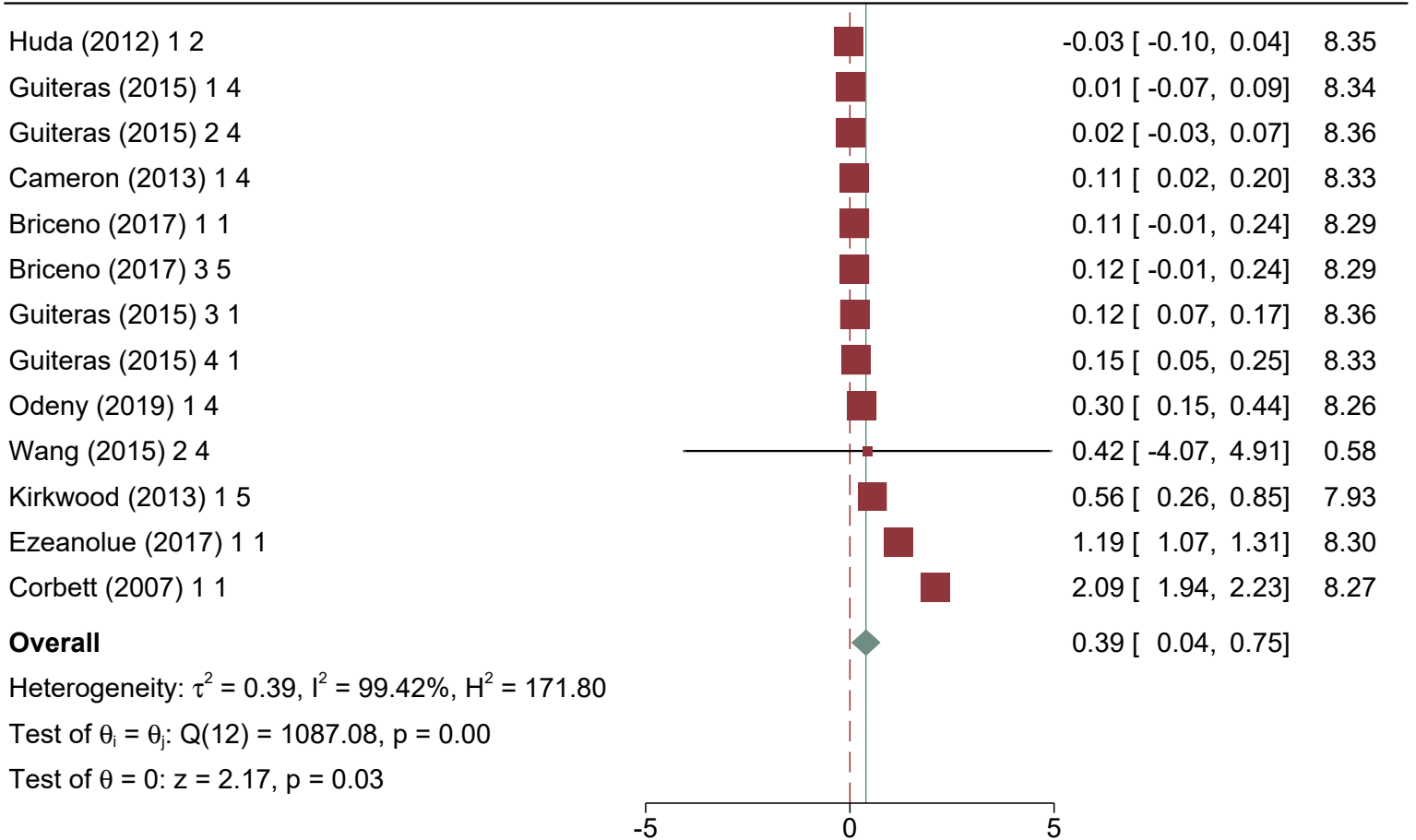Sample: Persuasion & Consumption or purchasing decision with social externalities