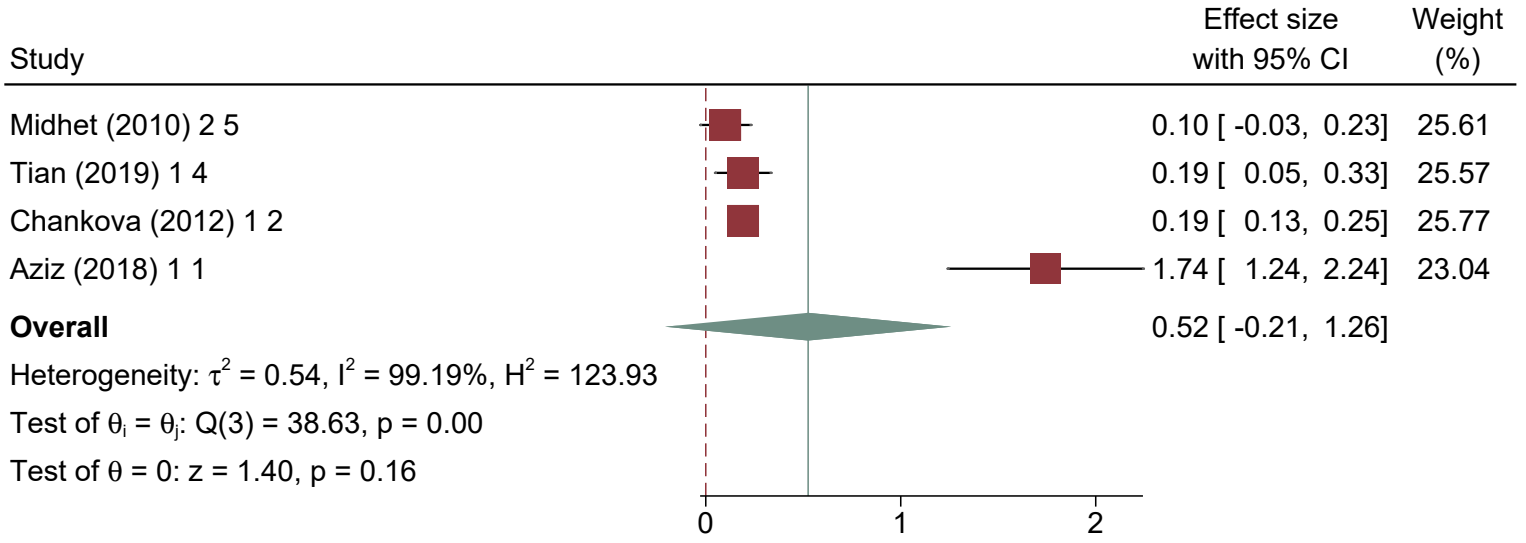Sample: Training & Consumption or purchasing decision with largely private benefi