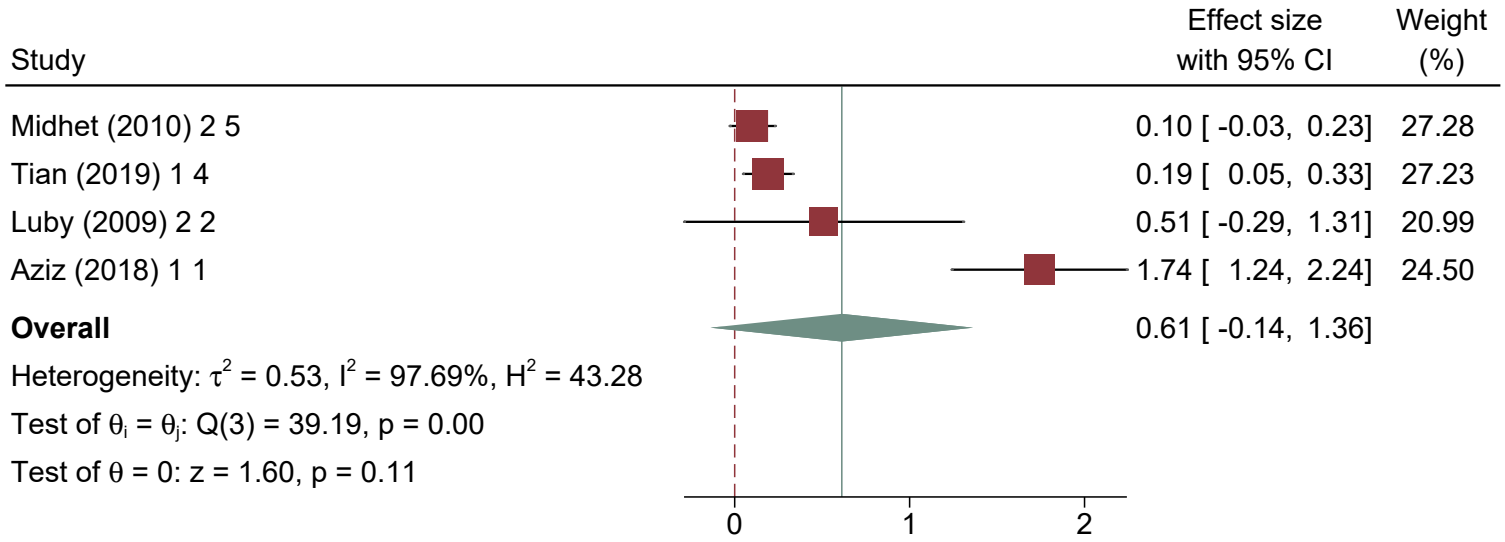Sample: Social restructuring & Consumption or purchasing decision with largely private benefi