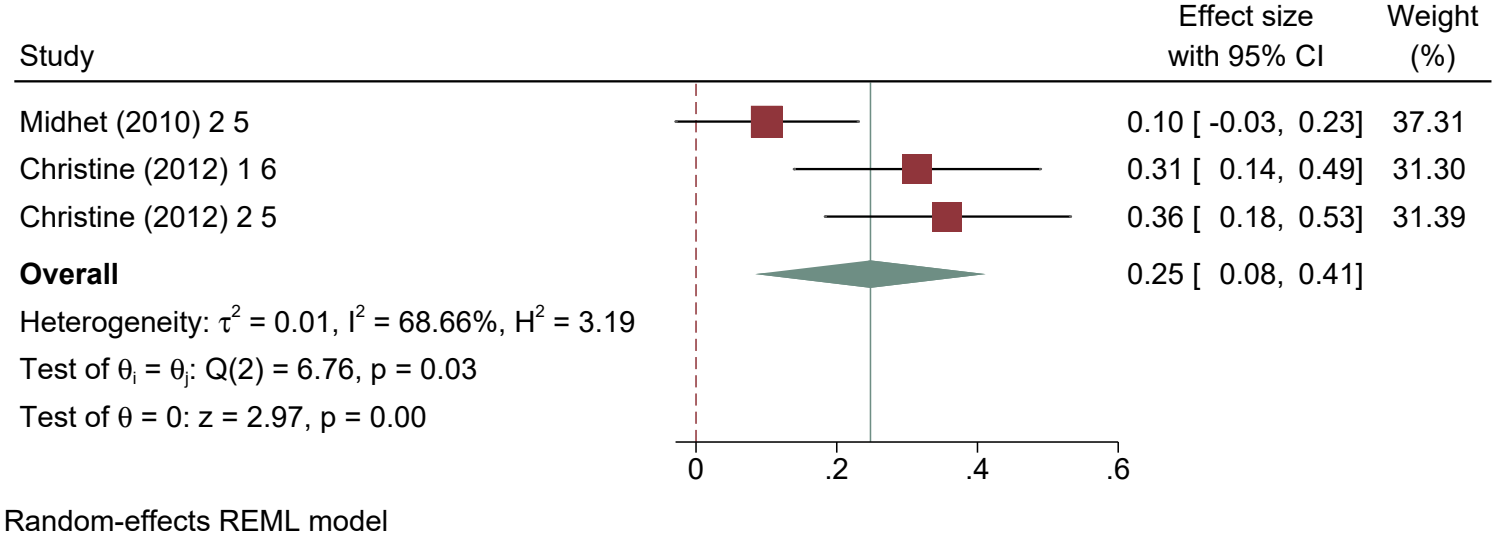Sample: Modelling & Consumption or purchasing decision with largely private benefi