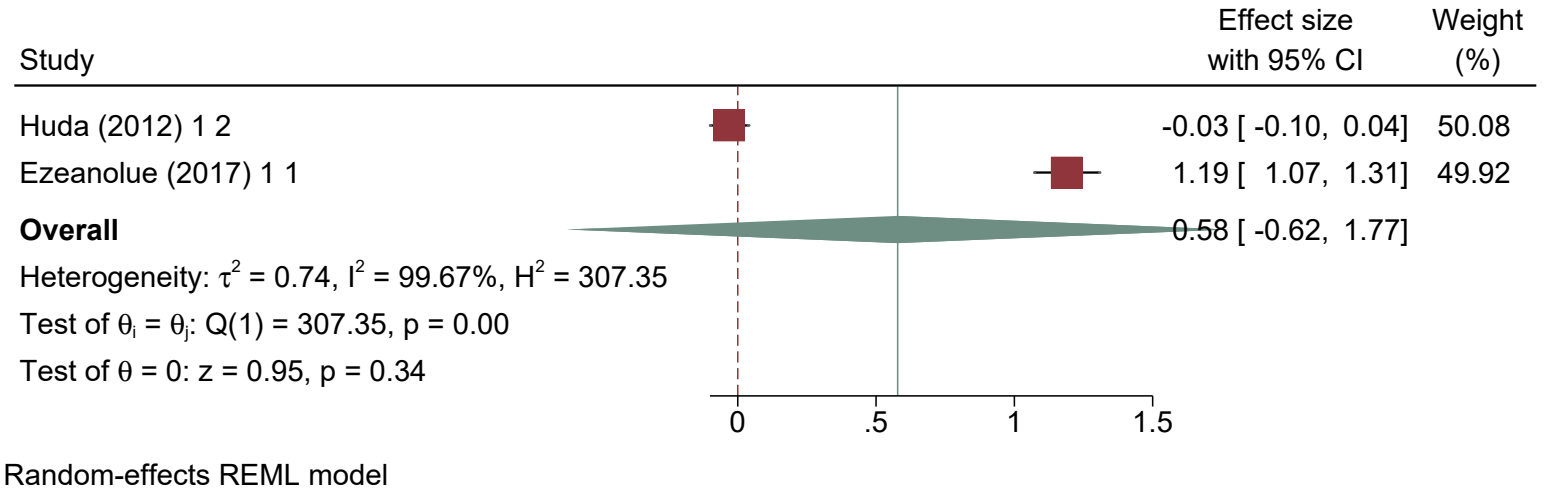Sample: Modelling & Consumption or purchasing decision with social externalities