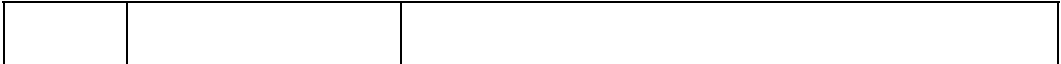
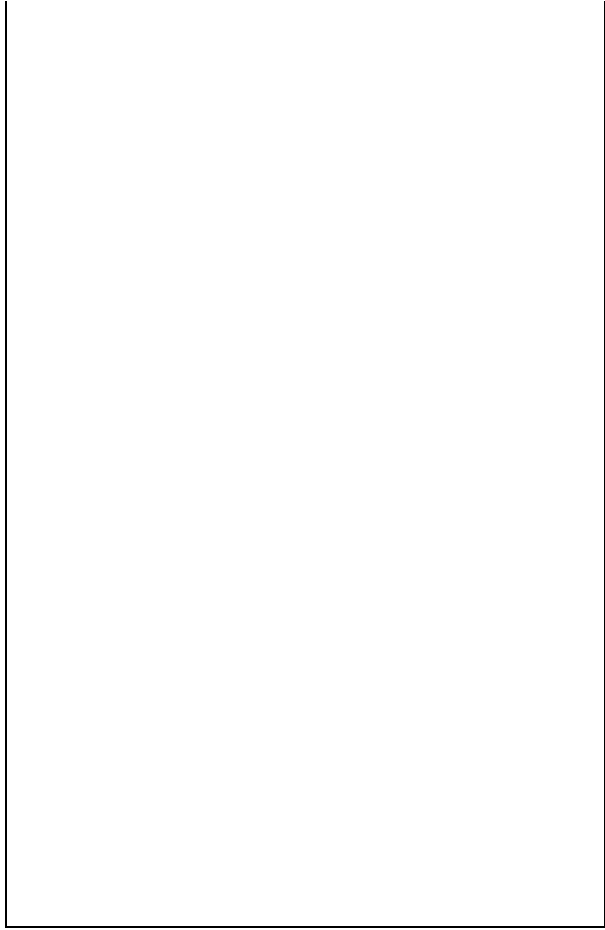




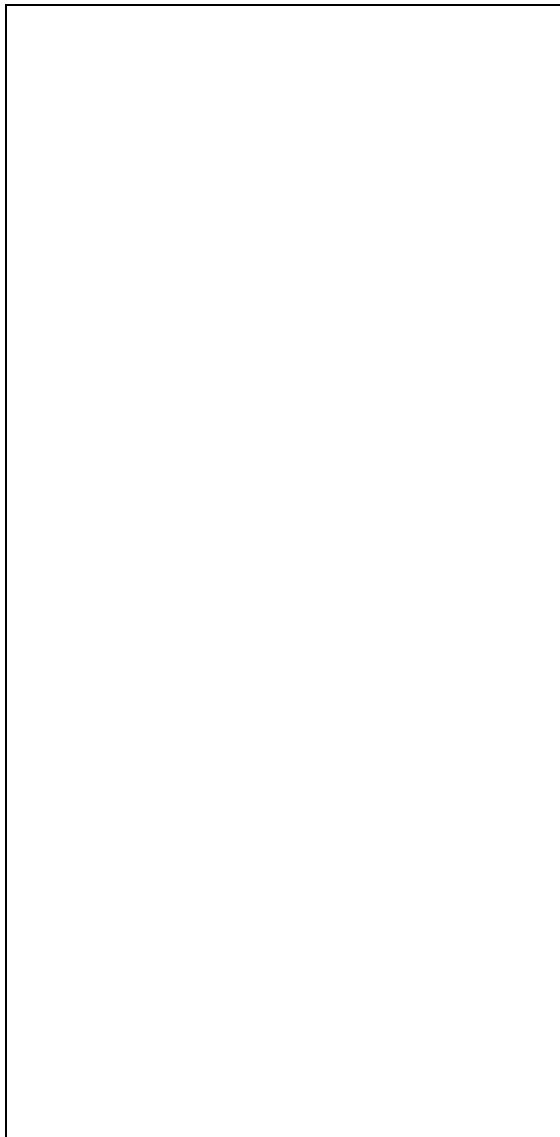
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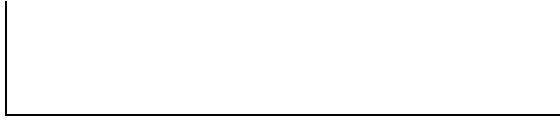




	Thinking	Feeling
High involvement	Car, house, furniture	Jewelry, cosmetics, apparel, motorcycle
Low involvement	Food, household items	Cigarettes, liquor, candy











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