

Nexus between Basketball Players' Advertisement and Psychological Attraction of Food Brands: A Study of Consumer Behavior towards Food Product

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Abstract

It is vital for technology to advance and for the brand to obtain public recognition to achieve competitive supremacy. It is impossible to deploy without an adequate marketing, awareness, and execution strategy, as well as structured advertising approaches. As a result, advertising is an important strategy for marketing products to consumers. This research article makes a case for examining the psychological appeal of food brands associated with basketball players and customer behaviour while making product purchases. If a well-known celebrity appears in a commercial, people will strongly influence the brand or product. Psychological Attraction (PA) and Food Brand Advertisement (FBA) were independent variables in the research framework. Customer Behavior (CB) was used as the Independent Variable. Nonetheless, data was gathered from 100 customers. SEM PLS 3 was used to analyze the collected data. The results suggested that the association between PA → CB is a non-significant link; however, the relationship between FBA → CB is significant.

Keywords: Basketball Players, Advertisement, Food Brands, Psychological Attractions, Changing Behavior, Consumer Behavior, Food Items, Product Purchase, Brand Endorsement.

Introduction

Recognizing the correct ingredient for a successful marketing campaign is a difficult task dependent on a methodical product association. All of the necessary constituents for a successful campaign must be aligned properly to develop an efficient product that accomplishes the campaign's objective. This research article makes a case for examining the psychological appeal of food brands associated with basketball players and customer behaviour while making product purchases. The competition between food brands magnifies market areas. The struggle between food brands necessitates resultant competitive dominance, which will ensure the brand's survival in the marketplace (Gholizadeh et al., 2018). It is vital for technology to advance and for the brand to obtain public recognition to achieve competitive supremacy. It is impossible to deploy without an adequate marketing, awareness, and execution strategy, as well as structured advertising approaches. Advertising is a critical strategy for communicating with consumers about items (Thorbjørnsen et al., 2015). A well-known sponsor compensates for promoting and displaying food brands and their products via various forms of mass media. Advertising is a long-term investment that

moves clients from the stage of knowing about a commodity to the point of purchase. Customers' minds are inextricably linked to the message conveyed by food manufacturers' ads (Funk et al., 2008). Additionally, organizations leverage advertising methods to acquire new customers and retain existing ones. The objective of advertising is to increase revenues by changing consumer behaviour (Rai, 2013). Commercials conveyed online also hold much weight with various age groups, and people are making purchases due to viewing advertisements online. Numerous academics have done analyses to determine the effect of advertisements on customer behaviour. When advertising is conducted online, the number of tools and options available grows significantly, as does the likelihood of making a purchase (Elasri Ejjaberi et al., 2020). The many channels and tools of advertising have a significant impact on how people behave regarding purchasing. Advertisement can have a significant impact on the consumer's purchase. Advertisements of good quality and portray a positive image have a significant impact on consumers' purchasing power (Funk et al., 2016). The study discovered that consumers constantly wish to perceive reliability in their purchase decisions and admire celebrities who are more attractive and known than

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specialists (Singh & Banerjee, 2019). LeBron James, a professional basketball player, has various advertising for energy drinks, and the sales of those drinks have increased (Bragg et al., 2013). On the other hand, consumers will be significantly influenced by a brand or product if they see a well-known celebrity in an advertisement. The advertising in this study paper is examined through companies' marketing and psychology toward advertisements featuring basketball stars (Da Silva & Las Casas, 2017).

Sports marketing is a clear example of how marketers may use sports to communicate their messages. Nonetheless, sports are frequently used as a vehicle for conveying specific ideas. Advertising has developed into a significant platform for several firms to advertise. This is because when sports are used for advertising reasons, there is a wide range of high reach for advertisements, a greater degree of flexibility, and a high level of exposure for companies. Today, numerous corporate levels promote the concept of sports using any available means, including social media (Stander & De Beer, 2016).

Additionally, basketball, which is often regarded as the world's most popular sport at the moment, is viewed as a symbol of globalization. The EPL, which began in 1992, signalled the commercialization of basketball. The English Premier League has become the most widely streamed and wealthy league in the twenty-first century (Schimpchen et al., 2016). With time, basketball players wear distinctive brand costumes and jerseys, and advertising messages are carried beyond the stadiums. The equipment used in sports is publicly promoted through websites that are designed to be viewed while someone is purchasing for the sport. Because a large portion of the audience is affected and steered toward products advertised through sports like basketball, it is necessary to consider the public's health. It is very typical to promote unhealthy things in an EPL, like beverages, soft drinks, and high-fat foods. The advertisement has the greatest influence on teenagers, who consume these food brands and may be harmed by them (Lopez-Gonzalez et al., 2017). It is hypothesized that the advertisement is directly related to the psychological attractiveness of the food brands, and they choose them on this basis. Numerous brands market their unhealthy products. There are numerous non-Islamic countries where most gambling companies market their unhealthy products, harmful to both players and viewers (Hing et al., 2016).

It is usual to see the marketing and advertising of unhealthy goods, such as beverages and food, and their manufacturers. Promoting all unhealthy items can influence the viewers of all live streams and leagues to consume them. These leagues cater to a range of ages. Consumption of these harmful products results in decreased fitness levels and physical injury to any individual. According to the analysis, these marketing and promotion of harmful companies will result in physical harm to the basketball audience. The primary

objective of this study paper is to determine the psychological attractiveness of a food brand in conjunction with advertising featuring a basketball player (Lamont et al., 2016). The variables in the research article include psychological attraction, which is the examination of the factors that contribute to a person's attraction to a certain object. Psychological attraction encompasses a variety of elements, including physical attractiveness, similarity, and affinity. The psychological appeals connected with food brands are examined in this study paper, as are the factors influencing an individual's decision to purchase a product. The other variable is the brand of food. Advertisement is the specific promotion of a product, brand, or service to garner attention and generate sales. Brands use advertisement campaigns to promote their culinary products through basketball players. Advertisements have been acknowledged as a reliable means of acquiring a targeted audience for their company. The other variable in the study is consumer behavior, which refers to the way consumers inquire about and make decisions regarding commodities and services based on their associations and emotions (Knutson, 2000).

Literature Review

Numerous studies conducted by various researchers reveal that the most critical component in successfully promoting any brand is the consumers' psychological attraction (Lopez-Gonzalez et al., 2017). The studies sought to understand better the aspects that influence a consumer's behavior regarding product selection. The research employs both qualitative and quantitative methods to conduct the investigation. The numerous components, including cultural aspects, individual characteristics, and psychological issues, were lightened. These are the critical factors that significantly impact the consumer's behavior.

Additionally, advertising relating to sports, such as those featuring basketball players, might garner the attention of numerous brands seeking sponsorship to improve their brand marketing. Marketing is a critical component that influences an individual's choice and decision regarding any product. There is a need to understand consumer attitudes toward food brands to promote items (Dixon et al., 2020) effectively. It should come as no surprise that modern advertising shapes society in countless ways (Calkins & Holden, 1909). When a person is identified with, some form of advertising remains in their brains, influencing their purchasing decisions. Nowadays, advertisements have become such an ingrained part of our developed culture that society would seem strange without them. Every individual is enticed and associated with ads in some way. Posters, advertisements on television, billboards, and advertisements on the internet while watching shows or videos all preach the importance of personal space and influence consumer behavior by telling them what to buy and who we should be by

representing any celebrity or basketball player. Advertising's objective is more than capturing individuals' attention and extracting their money; it also seeks to play a traditional role in assisting firms in achieving their competitive advantage and attracting potential clients. Without promotion, members of society would be unable to discern which source is the best for obtaining the commodity they require (Ang, 2013). There was a period when individuals were unaware of new products and services, but in the modern era, the focus is entirely on technology, and individuals are well informed about any new product even before it is launched. This has grown easier due to the wide array of platforms and networks available to them. An infinite number of producers are available to meet a person's needs through a simple online search. From range to the huge variety, the difficulty of selecting the correct product at the right moment has increased. At this point, effective advertising can mean the difference between competing products on the market (Norman et al., 2020). Generally, there are two well-known forms of advertising that advertising companies employ these days. The first sort of advertising focuses on the quality-driven side, where they attract buyers by preaching about the product's quality. The third way to focus on advertising is to establish an emotional connection and relationship with clients through research into their influences. When a consumer develops an affinity for a particular brand, purchasing two products becomes simple. Empathy with a brand can be as basic as the Apple iPhone's logo design, or it can be anything that repeats and corresponds to a person's mindset (Reid & Buchanan, 1979). The most successful advertising efforts rarely speak directly about their products but rather create a glowing climate that elicits a strong emotional response from the consumer. These are sponsorships made by the basketball players who wear the shirts. They participate in the ad campaign by drinking a beverage or consuming a food item that will entice the audience to develop an emotion toward the beverage or food item if they have an emotion toward the basketball game or player (Bragg et al., 2013). The study examines how consumers' purchase behavior and product selection are strongly influenced by marketing on the internet, radio, and television. It was determined that the most important element influencing consumer purchasing decisions among university students is product advertising. Numerous gambling companies and brands benefit from the advertising of basketball athletes (Ireland et al., 2021). Additionally, many marketers use advertising to raise awareness about their brand and products through social media, the internet, and other forms of mass media. The research establishes a link between sports commitment and the pacifying effect of promotional techniques. It was discovered that advertising through sports is a well-known method for launching any brand, describing the item, and amplifying marketing.

The relationship was discovered by collecting questionnaires from diverse consumers of sports. The promotion and commercialization of various brands are carried out through various social networks, mobile devices, and the internet. However, these networks have established a precedent for communicating businesses' identities and the devotion of sports athletes (Asadollahi et al., 2020). Purchase decisions regarding any product are influenced by linkages between market conditions and the brand's and product's characteristics. Several factors influence a consumer's decision to purchase a product.

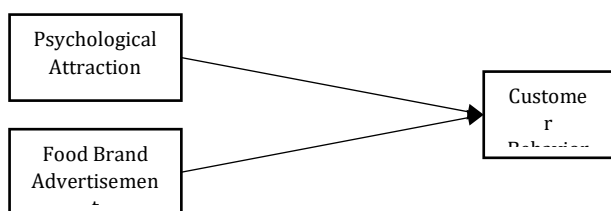
The distinction can be developed by the food brands themselves, allowing consumers to make an informed choice. Certain food brands place a strong emphasis on the product. They demonstrate a certain characteristic of their product by detailing its usage and influence on consumers. This is not easy to accomplish, especially when the brand demonstrates an item whose selling attribute is related to flavor and is not transmittable via television (Hartmann et al., 2017). However, the brands that created commercials made little attempt to convey the characteristics of their commodity and instead focused exclusively on lighting specific emotions and relationships with their food brand. The director's goal with this advertisement style is to convey the emotions associated with their dish by associating it with the known celebrity or sports person featured in the advertisement. They only mention their goods six seconds into a one-minute advertisement (Koficzak, 2020). It is critical to be concerned with the product's relationship with the consumer. Making a consumer choice about a food product is not simple. Self-determination in recognizing the product a person requires is facilitated by effective advertising (Aicher et al., 2015).

The commercial assists the individual in making the correct selection of the goods they are looking for, and they make their purchase by establishing an emotional connection with the brand or, more precisely, with the person depicted in the advertisement. The advertisement is built around a single concept: happiness. When a person purchases a new car or consumes new food, they require confirmation that they made the right choice, which is often rejected when they see a commercial featuring a celebrity or a basketball player consuming the product (Gholizadeh et al., 2018). Commercials that elicit a person's emotions are circling in the person's subconscious mind (Loebnitz & Grunert, 2022). If the buyer develops an emotional connection with the brand, the marketing staff will have succeeded in its inquiry (Papp-Váry, 2011). Advertisements and commercials employ various techniques, including taste, a parody of well-known personalities, quality, and an element of fun. These approaches are utilized globally to increase the number of potential consumers (Elasri Ejjaberi et al., 2020). Additionally, the most prevalent strategy used on television to promote the likeness of their food brand among children was the use of special characters they

adored, offering them exclusive offers and illustrating nutrition and health-related scenarios. Although flavor and the acute need for pleasure had a significant role in children's meal choices, brand ads had an extraordinary impact on children's food choices (Stander & De Beer, 2016).

Methodology

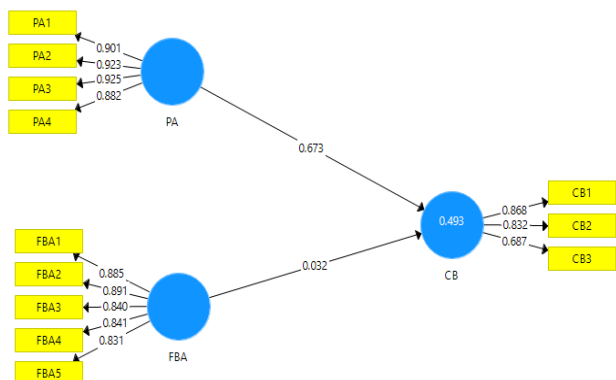
Brands are now sponsoring celebrities in their advertising campaigns for food products. As such, this research will examine the relationship between a basketball player's marketing and the psychological appeal of food companies. This study contained three variables, whereas the previous one contained two IVs. Psychological Attraction (PA) and Food Brand Advertisement (FBA) were independent variables in the research framework. Customer Behavior (CB) was used as the Independent Variable. Nonetheless, data was gathered from 100 customers. SEM PLS 3 was used to analyze the collected data.



Discussion and Analysis

PLS Algorithm

The figure below illustrates the PLS Algorithm that was employed in our investigation. This article's model was generated using the SEM PLS 3 software. The PLS algorithm determines the model's fitness. As IVs, Psychological Attractions (PA) and Food Brand Advertisements (FBA) were used, and their effect on Customer Behavior was examined (CB). These three variables were used to collect data. Whereas PA (Psychological Attractions) contained three items, FBA (Food Brand Advertisements) contained five, and Customer Behaviour (CB) contained three. The research model's PLS Algorithm assumed a positive route between variables. The research model's route analysis is given below, highlighting positive paths. Where PA → CB had 0.673, and FBA → CB had 0.032.

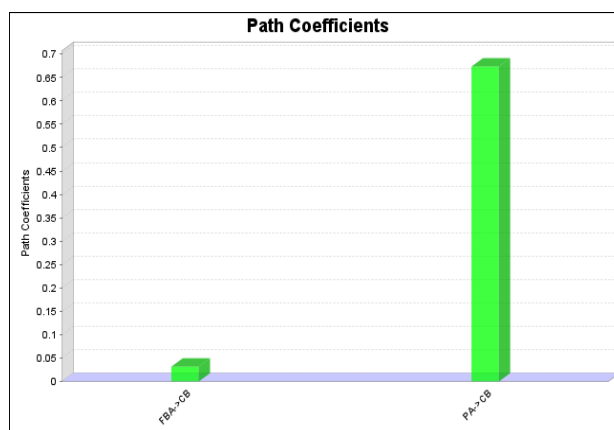


Path Correlation

The figure of PLS Algorithm depicts that all three variables are positively correlated.

	CB
FBA	0.032
PA	0.673

The Table above and figure underneath show that FBA → CB has a weak positive path of 0.032, whereas PA and CB show a Strong Positive Path of 0.673.



Outer Loadings

The path coefficients of the variables are provided in the table below. According to the results, the positive path coefficients for PA, FBA, and CB, respectively. However, the table given below shows that the loadings of items against variables were likewise positive, as shown in the PLS algorithm picture. For example, CB (Customer Behavior) has positive strong loadings of CB1 (0.868), CB2 (0.832), and CB3 (0.687).

	CB	FBA	PA
CB1	0.868		
CB2	0.832		
CB3	0.687		
FBA1		0.885	
FBA2		0.891	
FBA3		0.840	
FBA4		0.841	
FBA5		0.831	
PA1			0.901
PA2			0.923
PA3			0.925
PA4			0.882

Latent Variable Correlations

The table below shows the correlation coefficients between the variables. Consequently, the data revealed that the components have a positive association. The results show that there is a strong positive relationship between the variables. For example, the table of Latent Variable Correlation suggests that FBA → CB correlation of 0.635 (63.5 percent) between the variables.

The correlation between PA → CB that has been discovered is 0.702, which is a strong positive correlation

of 70.2%. However, to analyze the Nexus between PA (Psychological Attractions) and FBA (Food Brand Advertisement), there intercorrelation between PA and FBA was also analyzed. Therefore, the results from the Table underneath shows that PA→FBA are 0.895 (89.5%) correlated with each other. The entire model exhibited a significant positive correlation between the latent variables from the study model, as shown in Figure of PLS Algorithm.

	CB	FBA	PA
CB	1.000	0.635	0.702
FBA	0.635	1.000	0.895
PA	0.702	0.895	1.000

LV Descriptives

The table above depicts the relative importance of descriptive and latent variables in terms of their value. The data show that the Min and Max values in the LV Descriptives Descriptive Statistics table are between -2 and 5, suggesting that the values are within the allowed

range of -2 and 5. Skewness values vary from -1 to +1, with positively skewed variables being moderately symmetric and hence undesirable and negatively skewed variables being moderately symmetric and thus acceptable. The variables' values were probably tailed to the left due to their negative skewness, resulting in a median and mean less than the variables' mode.

	Median	Min	Max	Excess Kurtosis	Skewness
CB	0.014	-2.031	2.058	-0.279	-0.174
FBA	0.268	-2.446	1.644	-0.643	-0.631
PA	0.316	-2.317	1.509	-0.583	-0.778

Outer Model Residual Descriptives

The Outer Model Residual Correlation will show how items interact with one another and which elements should be removed to improve the fitness of a good research model test. As a result, CB1, CB2, CB3, FBA1, FBA2, FBA3, FBA4, FBA5, PA2, and PA3 are tailed to the left due to their negative skewness.

	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
CB1	-0.044	-2.160	1.014	0.496	4.276	-1.361
CB2	-0.019	-1.645	1.884	0.554	2.130	-0.212
CB3	0.082	-2.189	1.465	0.727	1.626	-1.065
FBA1	0.011	-1.165	1.732	0.466	2.020	0.580
FBA2	0.033	-1.523	1.380	0.455	1.106	-0.162
FBA3	0.047	-1.883	1.151	0.542	0.724	-0.465
FBA4	0.071	-1.536	1.176	0.541	0.274	-0.421
FBA5	0.082	-1.779	1.059	0.556	0.764	-0.907
PA1	0.029	-1.104	1.238	0.433	0.251	0.024
PA2	-0.013	-1.357	0.656	0.385	0.832	-0.680
PA3	-0.004	-1.257	0.741	0.380	0.901	-0.633
PA4	0.006	-1.305	1.401	0.472	0.693	0.003

Inner Model Residual Descriptives

The table underneath shows the residual descriptive of the inner model. As shown in the table, the minimum and maximum values of CB (Customer Behavior) are -2 and 5, respectively. A total of 100 customers were

polled on their perspectives. The data was not changed because the skewness and kurtosis readings were close to zero and in the -1 to 1 range. The CB curve is positively skewed, which indicates that the curve's longer side is on the right.

	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
CB	-0.032	-1.915	2.058	0.712	-0.003	0.047

**Quality Criteria
R Square**

The R-square value and modified R-square for various scenarios are shown in the table below. PA (Psychological Attraction) and FBA (Food Brand Attraction) have a favorable impact on the CB (Customer Behavior). According to the data, the current R Square value is 0.493 (49.3%), with an adjusted R-square of 0.482, indicating that the model is well-suited to the CB research.

	R Square	R Square Adjusted
	0.493	0.482

f Square

The values for f-Square are shown in the table underneath. The f-square represents the variability in R Square in a research model with an endogenous variable. As shown in the table below, the FBA (CB (0.000) relationship changes when an endogenous variable changes. If an endogenous variable alters the link between PA (CB (showing unacceptable changes), there will be a positive change.

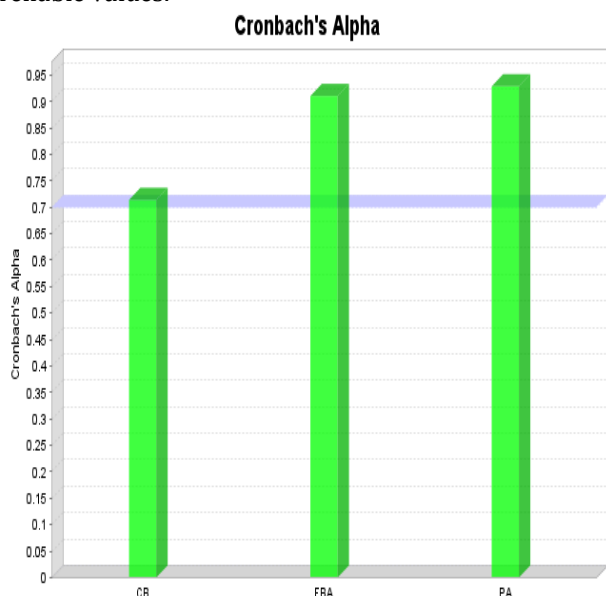
	CB
FBA	0.000
PA	0.177

Construct Reliability and Validity

The study's construct reliability and validity are listed in the table below. Cronbach Alpha is more than 0.70 in reliability testing. (This demonstrates that the data

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CB	0.714	0.735	0.841	0.640
FBA	0.910	0.918	0.933	0.736
PA	0.929	0.929	0.949	0.824

The figure underneath had shown the graphical representations of the Cronbach's Alpha value had reliable values.



PLS Algorithm Bootstrapping Algorithm

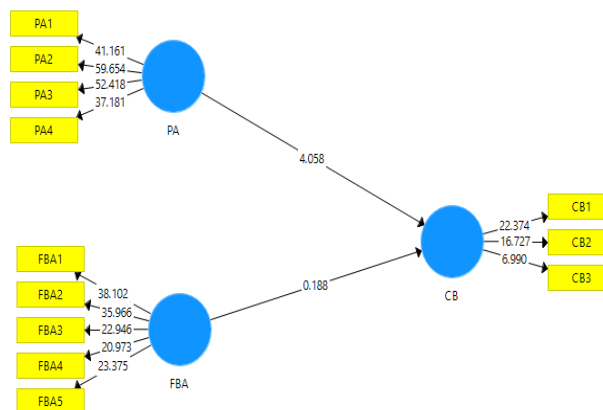
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FBA -> CB	0.032	0.059	0.169	0.188	0.851
PA -> CB	0.673	0.648	0.166	4.058	0.000

Confidence Intervals

The results were bootstrapped to 500 people in total. The error replies were decreased by bootstrapping the questionnaire, and the relationship between the variables was improved with a 97.5 percent confidence interval bias correlation.

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
FBA -> CB	0.032	0.059	-0.257	0.414

acquired for the study was accurate and timely.) Cronbach's Alpha, rho A, Composite Reliability, and AVE all have a value of one. The rho-A values reflect composite reliability rates, while the statistics provide the average variance of all variables collected in the study. As a result, the composite dependability rating of the hidden variable is also satisfactory.



After bootstrapping the data to 500 respondents, the PLS Algorithm of the research model is shown in the Figure above. For example, if data were collected from 500 Customers, the study model would yield the following conclusions. The figure above shows PA → CB (4.058) and FBA → CB (0.188).

Bootstrapping Descriptives

The path coefficients for all latent variables' links are listed in the table. The t-statistics value is near zero, indicating that the data is valid and representative. Acceptable P-Values imply that variables are related. The aggregate effect of latent variables on one another. After bootstrapping the data, the results indicate that FBA → CB had an insignificant relationship. Whereas PA → CB had an insignificant relationship.

PA -> CB	0.673	0.648	0.282	0.948
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**Discriminant Validity
Fornell-Larcker Criterion**

The Fornell-Larcker Criterion (FLC) calculated in the study is shown in the table below. It's used to figure out how the PA, FBA, and CB work together. According to the data, the variables show a positive degree of share variance in terms of their relative shares. The degree of shared variance between the variables, in this case, is 0.635 (FBA → CB), which means that changing one unit of FBA changes the variance of the variable CB by

63.5% (which is a huge variation).

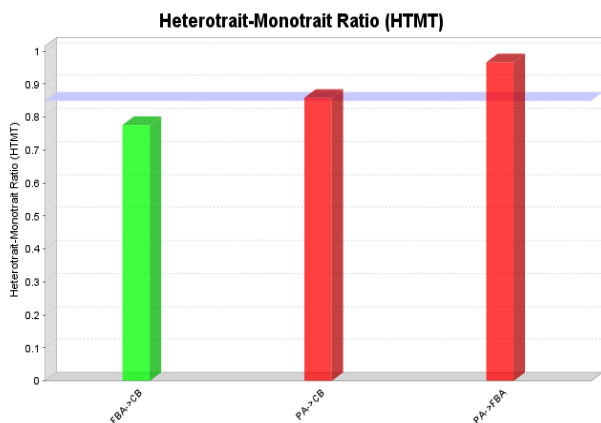
	CB	FBA	PA
CB	0.800		
FBA	0.635	0.858	
PA	0.702	0.895	0.908

Heterotrait-Monotrait Ratio (HTMT)

The Heterotrait-Monotrait Ratio (HTMT) values are utilized to determine if a variable is discriminately valid (as shown in Table and Figure below). It shows how closely the latent variables are related. According to the data, if PA (Psychological Attractions) and CB (Consumer Behavior) are equal, the relationship will have 0.776 (77.6%) the same validity. The highest levels of validity between PA→ FBA (0.967) are seen in this graph, followed by a 96.7 percent change.

	CB	FBA	PA
CB			
FBA	0.776		
PA	0.859	0.967	

The values of several latent variables that correlate to the table's values are depicted in the figure below. The variables showed a high level of validity, indicating that their connections had been discovered. The correlations between all variables were confirmed to be invalid in PA→ CB, and PA→ FBA.



Cross Loadings

The cross-loading of items against variables is shown in the table below. Cross loadings reveal high positive loads against the variables.

	CB	FBA	PA
CB1	0.868	0.559	0.610
CB2	0.832	0.533	0.589
CB3	0.687	0.420	0.475
FBA1	0.631	0.885	0.859
FBA2	0.574	0.891	0.830
FBA3	0.503	0.840	0.757
FBA4	0.469	0.841	0.668
FBA5	0.521	0.831	0.699
PA1	0.619	0.788	0.901
PA2	0.652	0.806	0.923
PA3	0.646	0.841	0.925
PA4	0.630	0.816	0.882

Inner VIF Values

The inner VIF values and the loading of Independent Variables against Dependent Variables are displayed in the table below. FBA, for example, provides CB with loading of 5.039.

	CB
FBA	5.039
PA	5.039

Model Fitness

Fit Summary

The model fitness study findings are shown in table below, showing how the saturated model and the estimated model were used to conduct the fitness study. According to the model, the saturated model has an SRMR score of 0.062. Consequently, the expected model's rate is 0.062, implying that the fitness analyses of the variables are comparable. The rate is 0.295 when the d-ULS data is calculated. The statistics suggest that FBA, PA, and CB positively impact each other, as evidenced by this rate. However, the value for Chi-Square is 148.232, which shows a higher correlation between the variables.

	Saturated Model	Estimated Model
SRMR	0.062	0.062
d_ULS	0.295	0.295
d_G	0.284	0.284
Chi-Square	148.232	148.232
NFI	0.855	0.855

rms Theta

The rms Theta function is determined on SEM PLS 3 as shown below. This table shows the root mean squared residual covariance of the variable's outer model residuals. According to the calculations, RMS Theta, which equals 0.213, is the greatest match for 21.3 percent of the outer model, giving it the best fit overall.

rms Theta	0.213
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Conclusion

Advertising's objective is to benefit businesses by providing them with a competitive edge and acquiring new customers. To maintain a competitive edge, both technology and public knowledge of the brand must improve. This is impossible without a well-considered marketing strategy and awareness, execution, and structured advertising tactics. As a result, advertising is a critical component of the marketing strategy for items to customers. This research paper asserts that it is critical to examine food companies' psychological attractiveness to basketball players and customer behavior when making product purchases. Food manufacturers can make a difference by allowing consumers to make their own choices. Certain food brands place a premium on the product. When they define their product in terms of its intended use and influence on consumers, they demonstrate a particular

characteristic. Psychological Attraction (PA) and Food Brand Advertisement (FBA) were treated as independent variables in the research paradigm. In this study, Customer Behavior (CB) was used as a Dependent Variable. The correlation between the variables was found to be positive. Advertisements on the internet, radio, and television significantly impact consumer purchasing behavior and product selection. It was observed that the most influential factor affecting customer purchase decisions among university students is product promotion.

Recommendations

The following recommendations are made for the study:

- This study lacked an examination of how consumers' decision-making criteria change in response to food brand advertising;
- Additionally, the study suggested that awareness campaigns influence customers' purchasing decisions. Thus, future research can include a comparison of post-purchase and pre-purchase decisions.

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