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How effective are messages and their characteristics in changing behavioural intentions to substitute plant-based foods for red meat? The mediating role of prior beliefs

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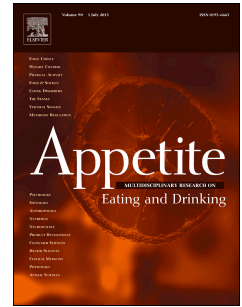
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