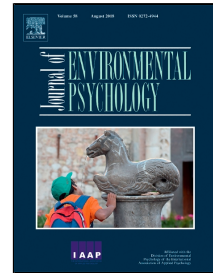


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The Impact of Moral Identity on Consumers' Green Consumption Tendency: The Role of Perceived Responsibility for Environmental Damage

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The Role of Perceived Responsibility for Environmental Damage**

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