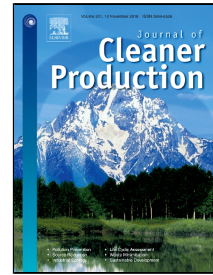


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**Consumer adoption of sustainable shellfish in China: Effects of
psychological factors and segmentation**

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