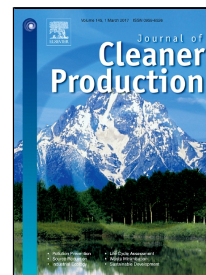


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The Power of Emotional Value: Exploring the Effects of Values on Green Product Consumer Choice Behavior



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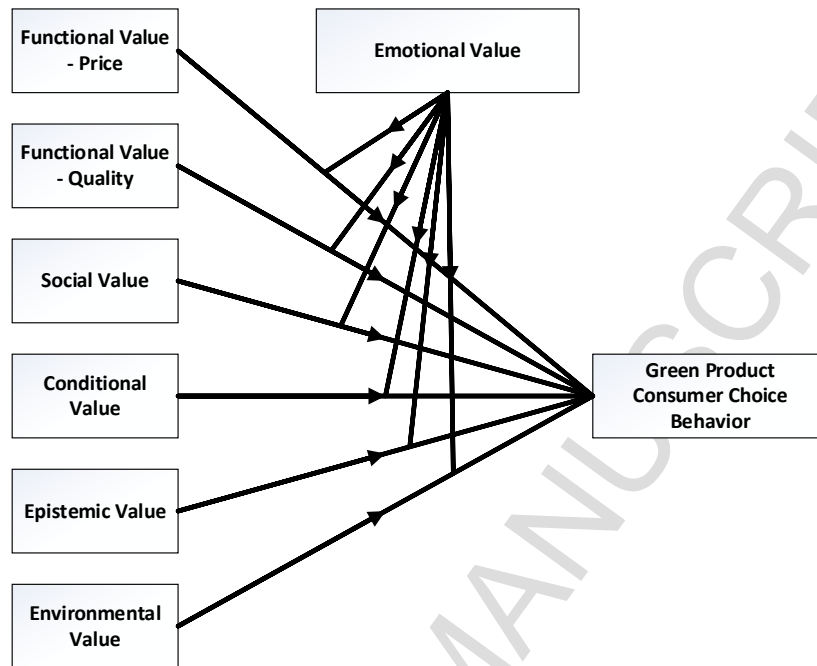
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Graphical abstract



Theoretical framework

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