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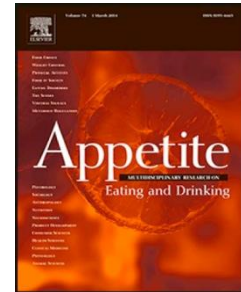
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**Motives for consumer choice of traditional food and European food
in mainland China**

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