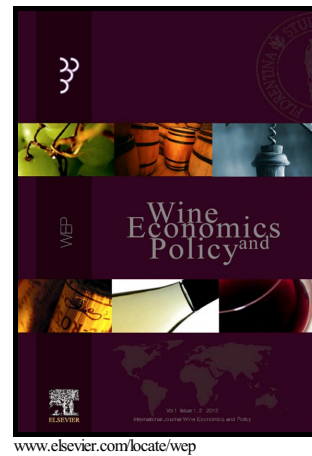


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Entertainment marketing, experiential consumption and consumer behavior: the determinant of choice of wine in the store

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