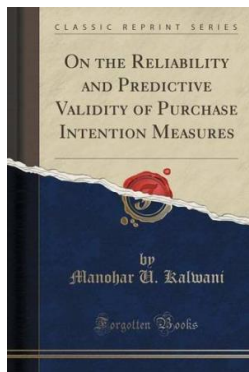


## On the Reliability and Predictive Validity of Purchase Intention Measures (Classic Reprint)



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