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play in consumer behavior.<sup>43</sup> Positive and negative emotions as well as specific emotions like hope,<sup>44</sup> fear,<sup>45</sup> regret,<sup>46</sup> guilt,<sup>47</sup> embarrassment,<sup>48</sup> and general moods<sup>49</sup> can affect how consumers think, the choices they make, how they feel after making a decision, what they remember, and how much they enjoy an experience.

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