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**Consumer heterogeneity in internal reference price formation:
exploring inherent personal characteristics in price information
receptiveness: a multi-method approach**

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Citation

Son, L. I. (2026, April 15). *Consumer heterogeneity in internal reference price formation: exploring inherent personal characteristics in price information receptiveness: a multi-method approach*. Retrieved from <https://hdl.handle.net/1887/4299421>

Version: Publisher's Version

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