

**Anti-consumption and self-identity: How does anti-consumption transformation contribute to self-identity construction?**

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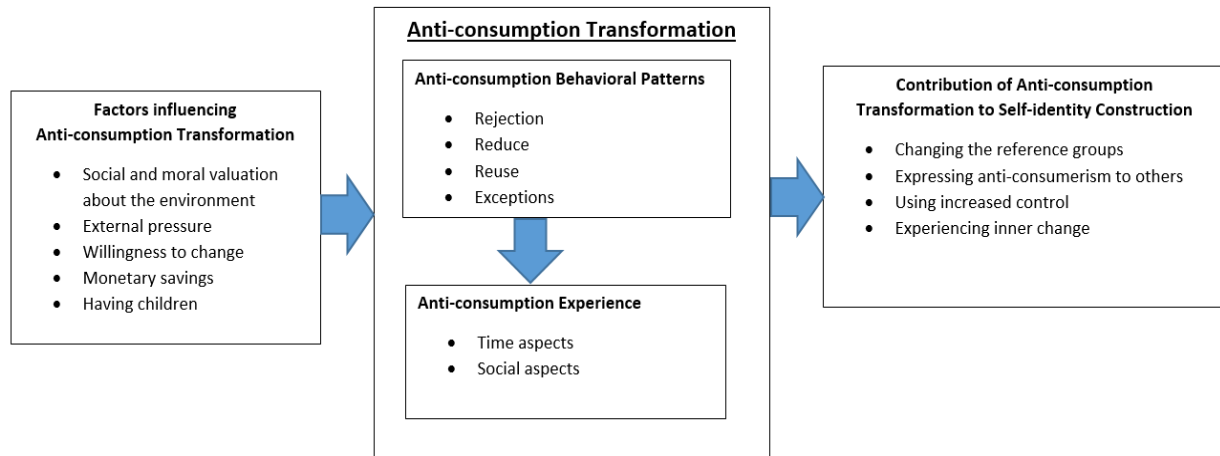
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**Figure 1: Anti-consumption Transformation Model**

Source: Authors' own creation