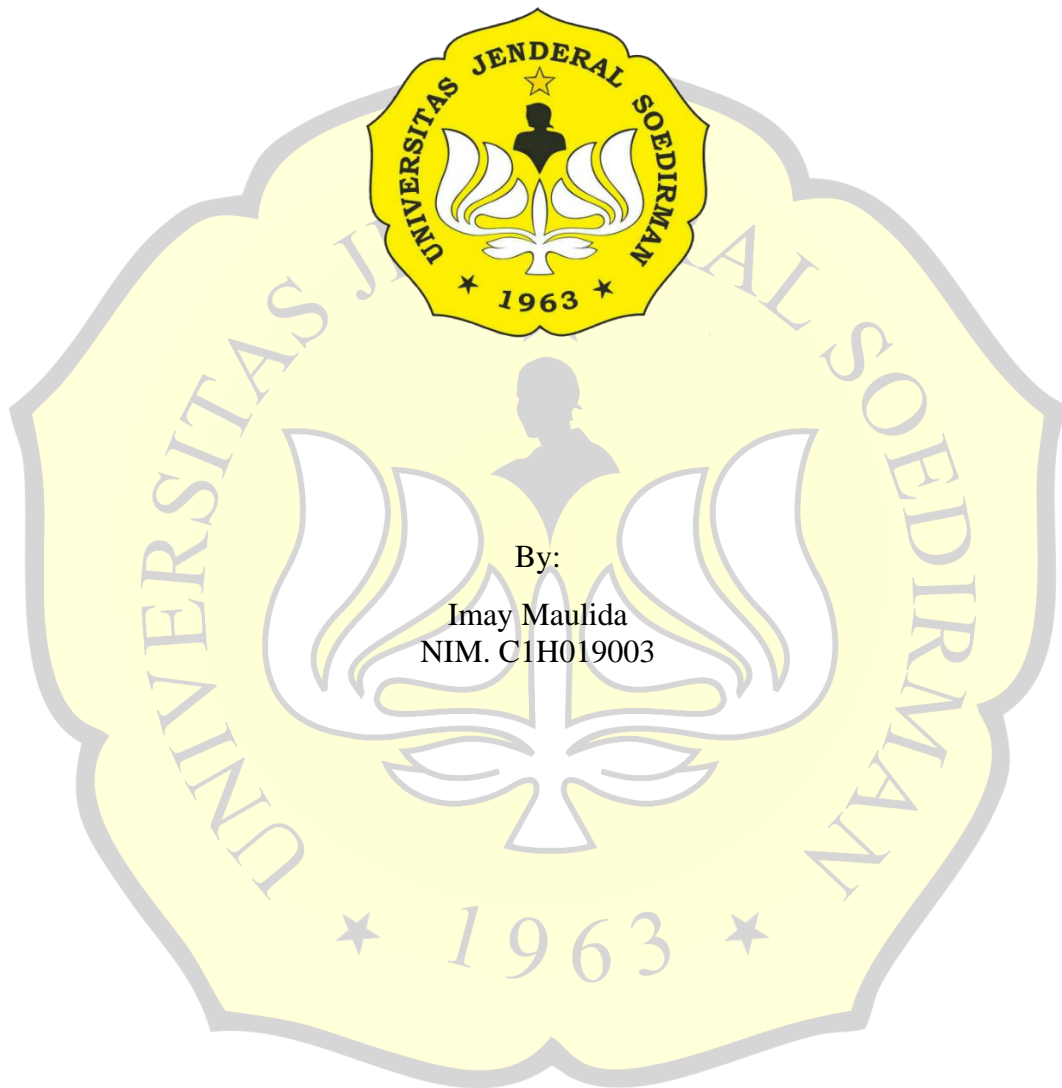


**THESIS**  
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CONGRUENCE, SELF-BRAND CONNECTION, AND E-LOYALTY  
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2023**