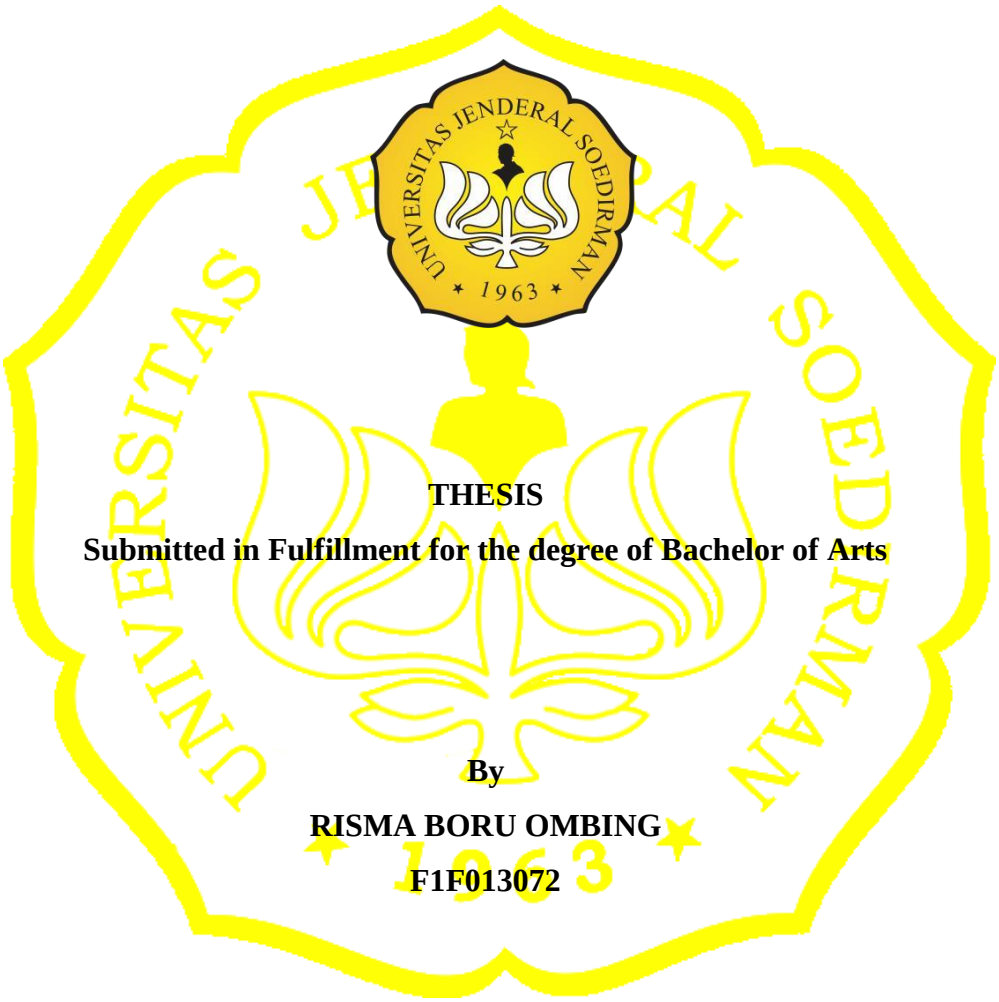
THE PROS AND CONS OF THE INFLUENCE OF CONSUMERISM BEHAVIOR IN *KEEPING UP WITH THE KARDASHIAN* AND *LIFE OF KYLIE* (REALITY SHOW): A STUDY OF CULTURAL CONSUMER



THESIS

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