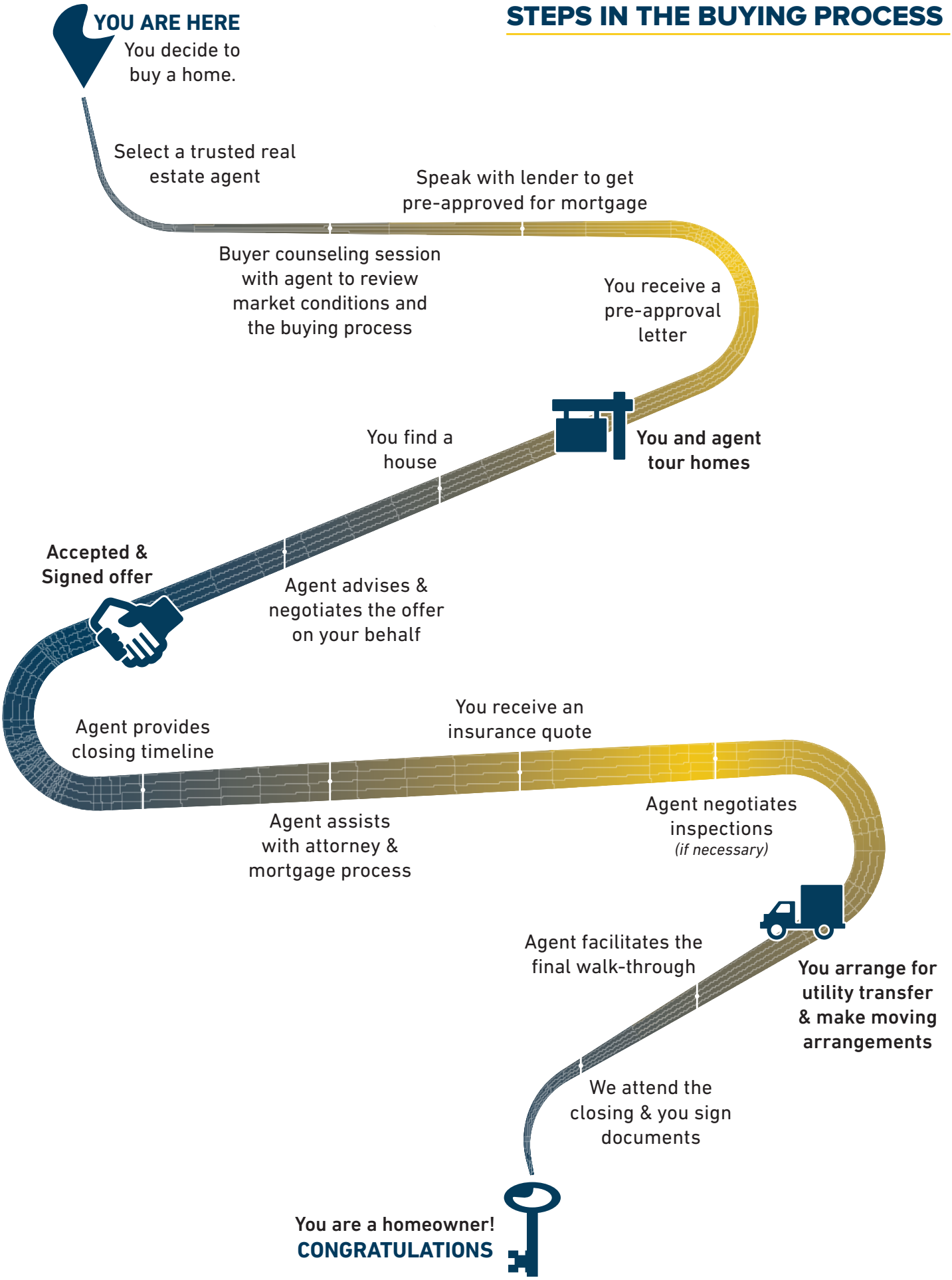STEPS IN THE BUYING PROCESS