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consume goods to satisfy their needs and desires. It could be said  
that consumer behavior is a behavior motivated to meet specific goals,  
needs and desires.

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Publisher: John Wiley & Sons Inc (June 21, 1994) Language: English;  
ISBN-10: 0471311774; ISBN-13: 978-0471311775; Shipping Weight: 3.7  
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Of particular interest is the influence of perceived similarity between alternatives in a choice set on a consumer's confidence in brand evaluations (Urbany, Dickson, and Wilkie, 1989). The authors gratefully acknowledge the financial support of the Fonds FCAR (Quebec) and the helpful comments of Alain Jolibert, Robert A. Peterson, Alain ...

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