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be said that consumer behavior is a behavior motivated to meet specific goals, needs and desires.

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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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