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According to the definition given by Wilkie (1994) people buy and 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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Of particular interest is the influence of perceived similarity be- tween 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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