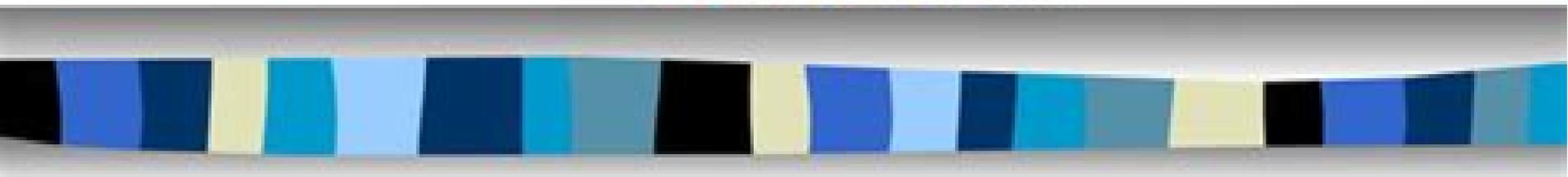


# Chapter 1

## Introduction to Consumer Behaviour



*Consumer Behaviour*

Canadian Edition

Schiffman/Kanuk/Das

# Chapter 7 Consumer Behavior Introduction

**Jin-Ying Zhang**



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