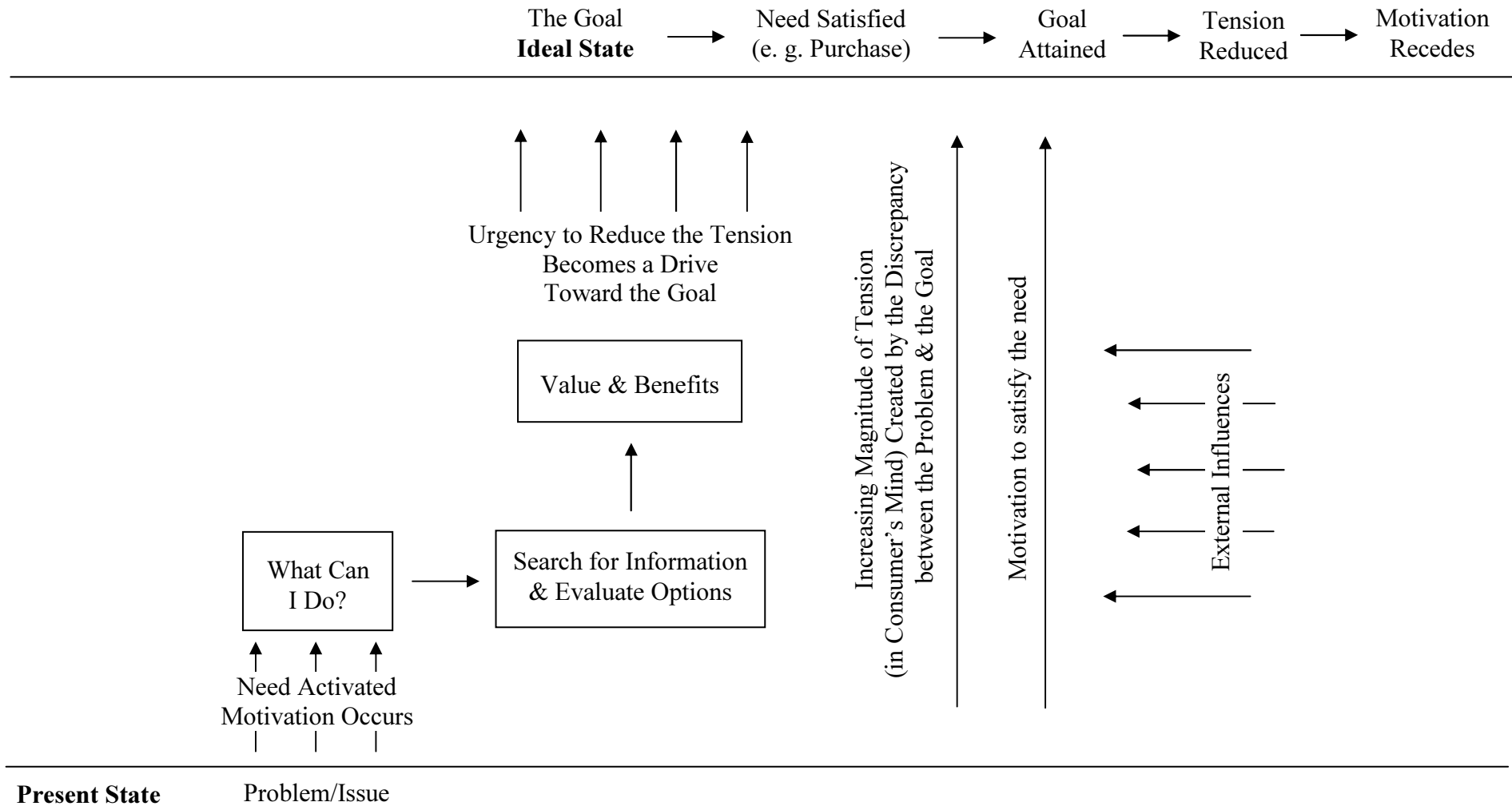


A Model for the Motivation Process in Consumer Behavior



Adopted from M. R. Solomon (2004). *Consumer Behavior: Buying, Having, and Being* (6th ed., pp. 114-115). Upper Saddle River, NJ: Prentice Hall.
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