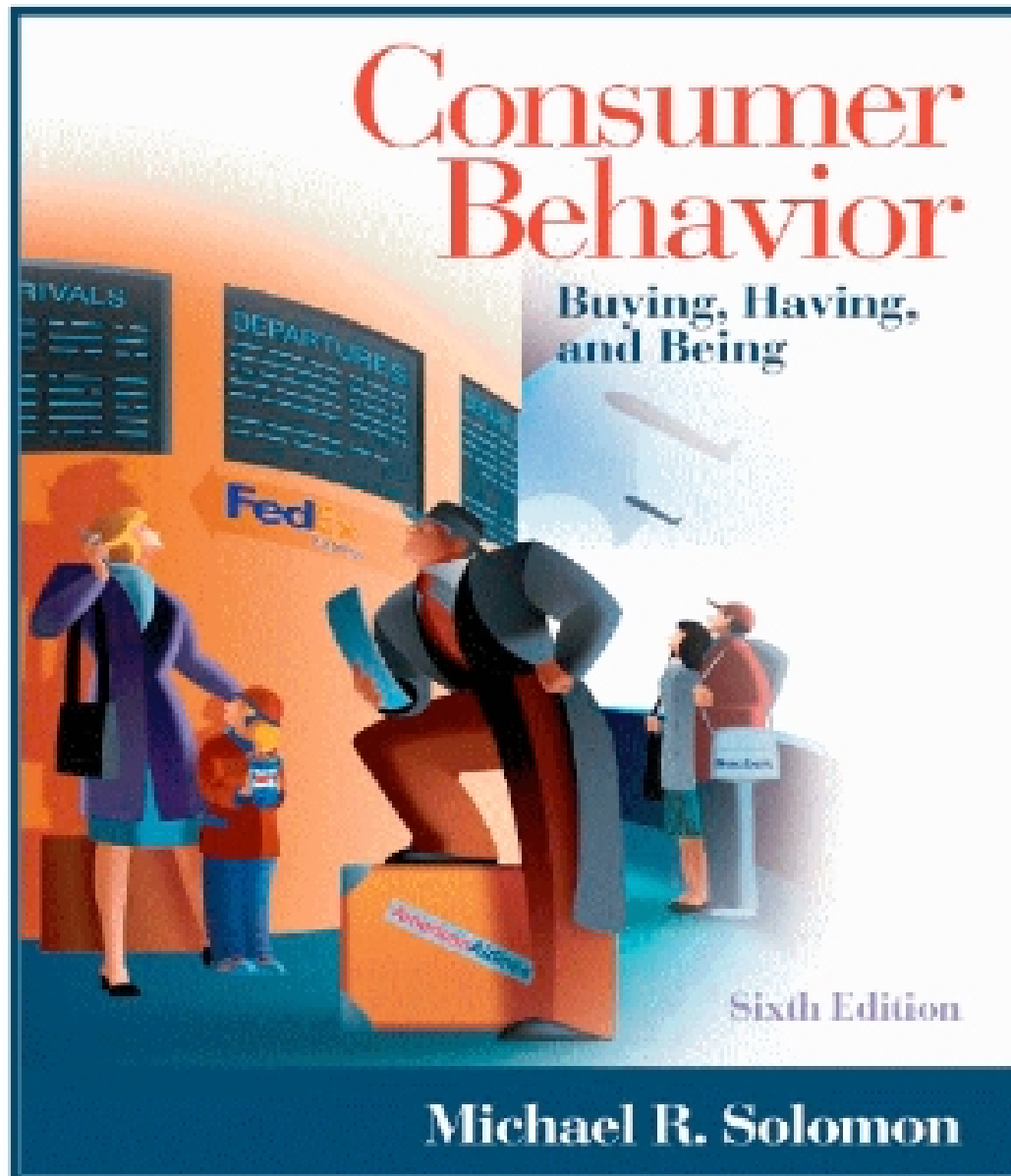


Chapter 1

Consumers Rule

By Michael R. Solomon



Consumer Behavior
Buying, Having, and Being
Sixth Edition

Thought listing (cognitive response)

- We would now like for you to list your thoughts that come to mind as you view the product. Next to the first number write the first thought that comes to your mind regarding the product shown, next to the second number write the second thought that comes to your mind regarding the product shown, etc.

Please put only one thought next to each number.

1.