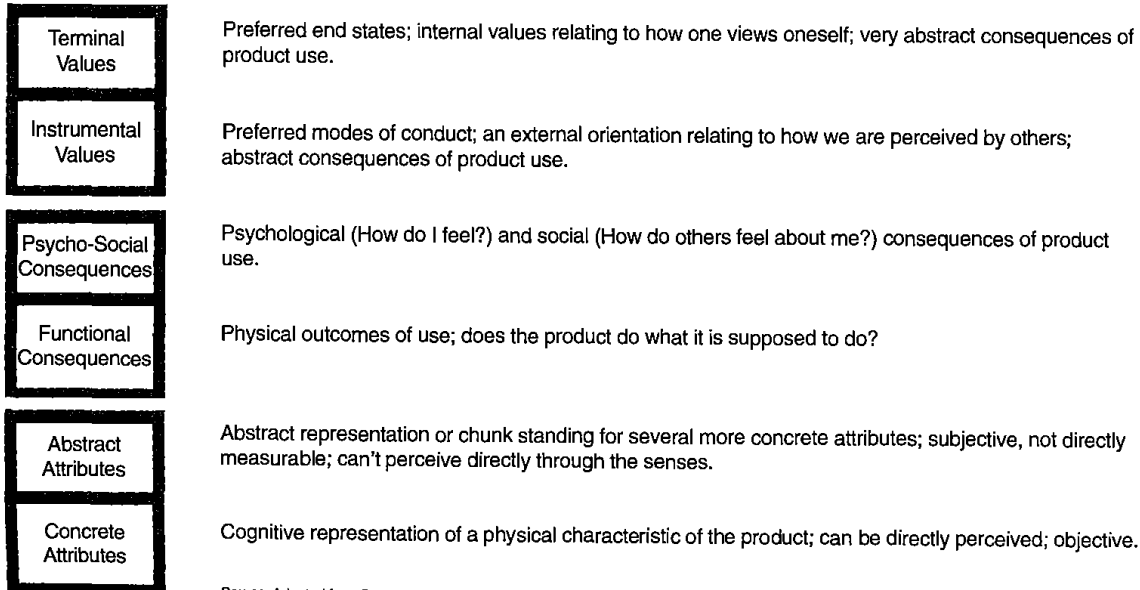


Figure 11.1 Means-End Levels of Abstraction

Level of Abstraction



Source: Adapted from Peter, J. Paul and Jerry C. Olson, *Consumer Behavior*, New York, NY: Irwin (1987): 120.

Figure 11.2 Examples of Means-End Chains

