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Motivation, Attitude and but also can gratify the psychological needs (Vigneron & Johnson, Asia Pacific Advances in Consumer Research, 2, 31-35).

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The consumer psychology of customer brand

Columbia University, New York, USA; Institute on Asian Consumer Insight, Singapore; Received 21 November 2012, Accepted 16 January 2013, Available online 17 January 2013

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Martin Roll is a senior advisor, mentor and facilitator within global strategy, leadership, marketing and brand management.

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