

Buyer's Anchors

1

SUBSTITUTES	COMPLEMENTS

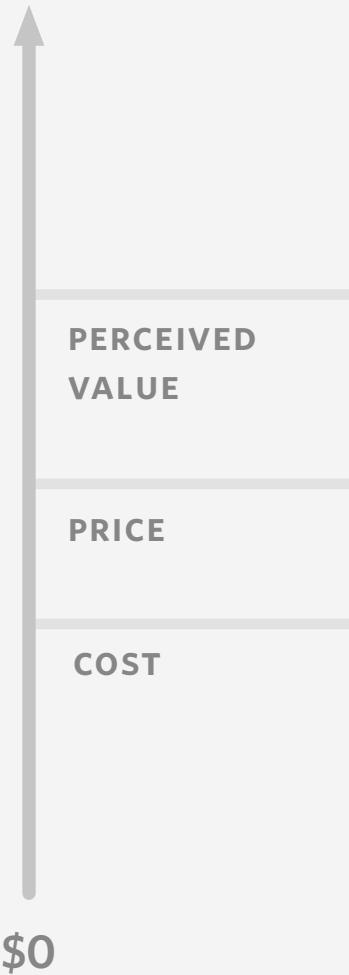
Buyer's Cognitive System

2

INTUITIVE	RATIONAL

Value based  
prototype

3



Assortment

4

HORIZONTAL



VERTICAL

