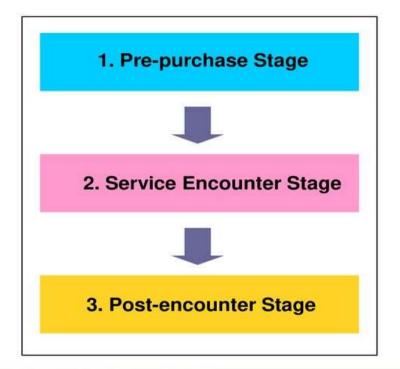


# **Overview Of Chapter 2**



Customer Decision Making: The Three-Stage Model of Service Consumption



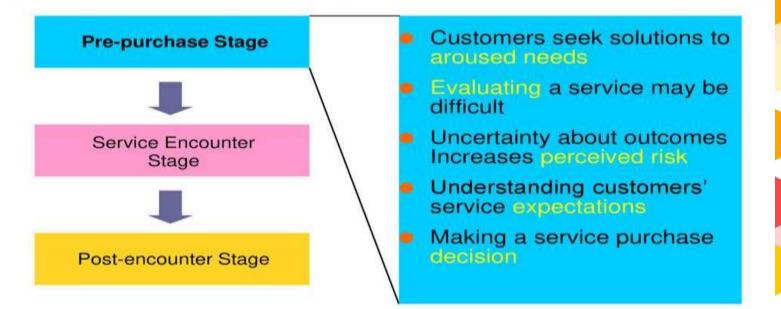
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## 1. Pre-purchase Stage - Overview





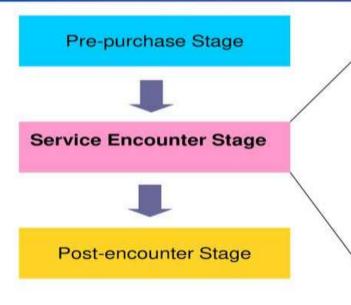
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### 2. Service Encounter Stage - Overview



- Service encounters range from high- to low-contact
- Understanding the servuction system
- Theater as a metaphor for service delivery: An integrative perspective

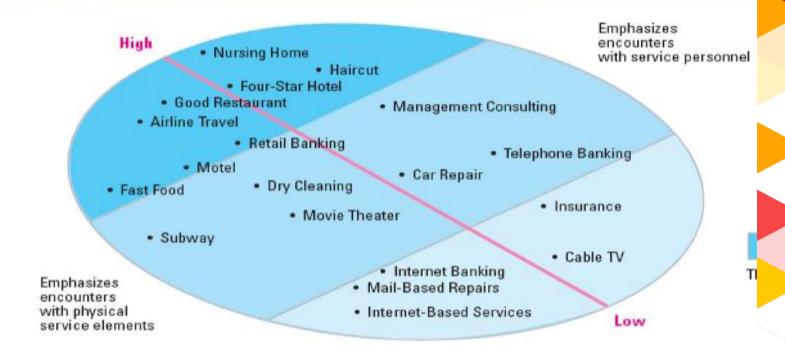
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### Service Encounters: High-Contact to Low-Contact

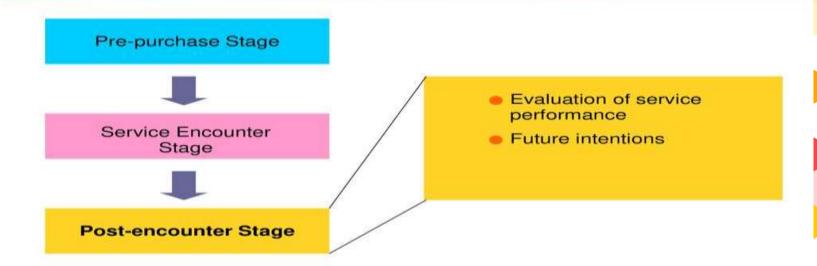








#### 3. Post-purchaseStage - Overview



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