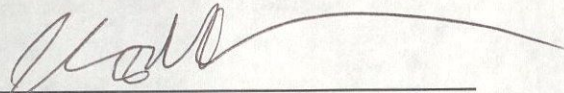


Unravelling the Consumer Brain: The Role of Emotion in Purchase Behavior

A thesis submitted in partial fulfillment of the requirement for the degree of Bachelor of
Arts in Psychology from the College of William and Mary

by

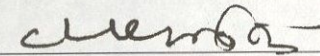
Enrique Bello



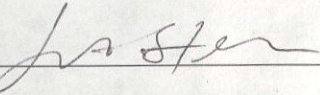
Matthew Himimire, PhD, Director



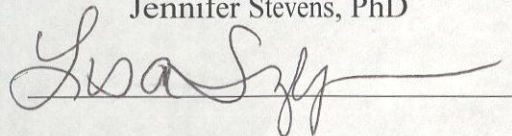
Paul Kieffaber, PhD



Christy Porter, PhD



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