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Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics.

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decision making.

**Consumer Behavior - Wayne D.
Hoyer, Deborah J. MacInnis ...**

What is Consumer Behavior in Marketing? In marketing, understanding consumer behavior has become very important for businesses. Consumer behavior refers to the study which analyzes how consumers make decisions about their wants, needs, buying or act with respect to a product, service or organization.

**What is Consumer Behavior? -
Definition, Factors, Models ...**

Understanding consumer behavior is a broad and complicated task, but with the right research mix you can begin to get a detailed understanding of your customers and their motivations. What is consumer behavior? Consumer behavior is the study of individuals and organizations and how they select and use products and services.

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(PDF) Consumer Behaviour

Importance of Consumer Behavior. It is essential for the marketer to study the behavior of the consumers in order to make better strategic marketing decisions. If the marketer has complete knowledge about the consumer's likings or disliking, then he can predict the response of the potential customers towards his offerings.

**What is Consumer Behavior?
definition and meaning ...**

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, and how the consumer's

emotions, attitudes and preferences affect buying behaviour. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science ...

Consumer behaviour - Wikipedia

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