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Consumer behavior is more than buying things, such as a can of peas; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other—our state of being.

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Consumer Behaviour - Michael Solomon, Rebekah Russell ...

is the study of processes involved when individuals or groups select, purchase, use, or dispose of

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products, services, ideas, or experiences to satisfy needs and desire. A consumer may purchase, use, and dispose of a product, but different people may perform these function.

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