

Consumer Behavior: A Comprehensive Guide **May 28 2024**

Consumer behavior is the study of individuals groups or organisations and all the activities associated with the purchase use and disposal of goods and services consumer behaviour consists of how the consumer's emotions attitudes and preferences affect buying behaviour

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2016426 the findings of this study highlight the most important consumer behavior topics and the most influential articles in the field based on citation frequency the number of topics studied in consumer behavior showed a dramatic growth and revealed some general patterns during the 12 years studied in this article

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2024410 consumer behavior is the study of how individuals select purchase use and dispose of goods and services reflecting their needs desires and aspirations this multifaceted concept blends elements from psychology sociology social anthropology and economics

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