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MARKETING

MANAGEMENT:CONSUMER

BEHAVIOR Needs | Goals | Defense

Mechanism | Consumer Behavior | CH 3

CHAPTER 1 - What is Consumer Behavior

Theories of Personality | Consumer Behavior | CH 3

MKTG 3202 – Consumer Behavior:

Perception (5) Personality Traits |

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~~Personality | Consumer Behavior | CH 3~~

~~Maslow's Need Hierarchy | Trio of Needs~~

~~| CH 3 | Consumer Behavior Motivation~~

| Needs | Goals | Motives | Types |

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what consumers buy, but also why they buy, when they buy, where they buy and how they evaluate their purchase, and how they ultimately dispose of it.

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Kanuk, Leslie Lazar; Wisenblit, Joseph.

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Names: Schiffman, Leon G., author. |

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