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MKTG 3202 - Consumer Behavior: Buying, Having, Being (1) Consumer Behavior: Buying, Having, and Being (12th Edition) *The Consumer Buying Process: How Consumers Make Product Purchase Decisions* ("Consumer Psychology and Buying Decisions") *Paul Morris* **CHAPTER 1 - What is Consumer Behavior** *The importance of studying consumer behavior* understanding consumer behavior, consumer behavior definition, basics, and best practices *EngageMint: Decoding Indian Consumer Behaviour with Ankur Warikoo AUJI AMALIA* *'CONSUMER BEHAVIOR, CHAP 1 BUYING, HAVING, BEING' Understanding the Digital Consumer: How Behaviors Drive Strategy*
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