UNIT: 2

Consumer Behavior In Services

BBA V SERVICE MARKETING

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Services Made eting 7/e

Chapter 2 - Page 1

Definition: Consumer Behavior

Consumer Behavior :

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.

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Ian Pickup

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