

CONSUMER BEHAVIOR

A PRACTICAL APPROACH TO CONSUMER UNDERSTANDING



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BY

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OBJECTIVES

At the end of the chapter the students are expected to:

- Give the importance of consumer behavior for marketers;
- Define the nature of consumer behavior;
- Illustrate the role of research in the analyses of consumer;
- Understand the areas of consumer behavioral concepts;
- Define the role of environmental scanning in understanding consumer behavior;
- Give the importance of market segmentation;
- Understand the principles in product positioning and differentiation;
- Identify the role of product development in consumer behavior.

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