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Consumer Behavior Michael R. Solomon, 2015 CONSUMER BEHAVIOR MICHAEL. SOLOMON, 2014 *Consumer Behavior* Dr. D. Maria Sahaya Diran, Dr. K. Suresh Kumar, Dr. Gayathri N. M., Dr. S. Saravanan, 2026-03-03 Consumer Behavior is the study of how individuals or groups select purchase use and dispose of goods and services to satisfy their needs and wants It examines the decision making processes of consumers and the factors influencing their choices including psychological social cultural and personal aspects Key elements include perception motivation learning attitudes and beliefs which shape buying behavior The subject also explores the stages of the consumer decision process such as problem

recognition information search evaluation of alternatives purchase decision and post purchase behavior Marketers use this knowledge to design effective strategies target the right audience and improve customer satisfaction External influences like family reference groups and social status also play a significant role Understanding consumer behavior helps businesses predict market trends and build strong brand relationships It is essential for developing successful marketing campaigns and enhancing customer loyalty Overall it provides valuable insights into why consumers behave the way they do in the marketplace

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