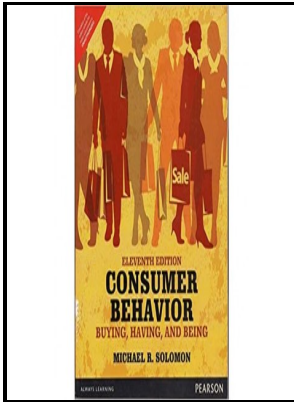


# Consumer behavior - buying, having, and being

Allyn and Bacon - Consumer Behavior: Buying, Having, Being (Subscription)



Description: -

-  
Consumer behavior. Consumer behavior - buying, having, and being  
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Notes: Includes index.

This edition was published in 1992



Filesize: 58.98 MB

Tags: #Consumer #Behavior: #Buying, #Having, #and #Being #[Repost] #/ #AvaxHome

## Chapter 1

In the 13th Edition, up-to-date content reflects major marketing trends and changes that impact the study of consumer behavior.

### Consumer Behavior: Buying, Having, and Being [Repost] / AvaxHome

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Although exchange is an important part of consumer behaviour, the expanded view emphasizes the entire consumption process, which includes the issues that influence the consumer before, during, and after a purchase.

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MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

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### Summary Consumer Behavior: Buying Having and Being notes Chapter Attitudes and Persuasion Functional Theories of Attitude Utilitarian Function The utilitarian

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**9780131404069: Consumer Behavior: Buying, Having, and Being, 6th Edition**

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The simulations change and branch based on their decisions, creating various scenario paths. His feature articles have appeared in such magazines as Psychology Today, Gentleman's Quarterly, and Savvy. In addition to understanding why people buy things, we also try to appreciate how products, services, and consumption activities contribute to the broader social world we experience.

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