

ads fads and consumer pdf

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. In order to succeed ...

Consumer behaviour - Wikipedia

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List of Internet phenomena - Wikipedia

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