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Factors influencing Consumer BehaviorTypes of Consumer Buying BehaviorComplex+Variety-Seeking+Disonance-Reducing+Habitual+ *Understanding consumer behaviour, from the inside out* **The importance of studying consumer behavior MKTG 3202 – Consumer Behavior: Buying, Having, Being (1)** Mod-01 Lec-01 **Introduction to the Study of Consumer Behaviour** Introduction to Consumer Behaviour **Personality Traits | Consumer Behavior | Ch.3** *Coronavirus has changed consumer behavior — here's what marketers need to do next* **Warren Buffett: I Understand Consumer Behavior | CNBC** **Maslow's Need Hierarchy | Trio of Needs | CH 3 | Consumer Behavior** David A. Keesler—The End of Overeating—Taking Control of the Insatiable American Appetite **Nicosia Model of Consumer Behaviour Consumer Behaviour Schiffman 6th Edition**

In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and cultural factors influence consumer decision making. The 6th Edition of this Australian text provides expanded coverage of contemporary topics and exciting new Instructor Resources, including local video examples.

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7. For each situation listed in question 3, select one level from Maslow's hierarchy of human needs that can be used to segment the market and position the product (or company).

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