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behaviour and explain its value to marketing management. 2. Discuss the main influences on consumer behaviour and provide examples to support your recommendations. 3. Explain how models of consumer behaviour can contribute to the development of marketing ...

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Question 4 4. Consumer behavior helps marketers create an effective marketing strategy because: Marketers are able to determine the highest price they can charge for their product.

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consumer attitudes.

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Consumer behavior definition The behavior during the purchase of goods consists of, the purchase planning, purchase negotiations, the purchase completion, which still has contractual nature, to post purchase behavior is highly variable (Schiffmann & Wisenblit, 2015, p. 30-32).

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