

consumer behavior 4th edition 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.

Consumer behaviour - Wikipedia

From the proposed definition of clean label and the consumer research that has shown which food categories are assumed to possess characteristics related to clean label, we can identify categories of food products from which consumers can infer the "cleanliness"™ of food products.

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