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2022-3-28 consumer behavior can be defined as the study of psychological physical and social actions when individuals buy use and dispose of products services ideas and practices in other words consumer behavior is the study of how consumers will make their buying decision and what those factors which influence consumer behaviour is the study of individuals groups or organisations and all the activities associated with the purchase use and disposal of goods and services consumer behaviour consists of how the consumer's emotions and attitudes influence their buying decisions what is consumer behaviour consumer behavior is the study of how individuals select purchase use and dispose of goods and services reflecting their needs desires and aspirations this multifaceted concept blends elements from psychology sociology social anthropology and economics with consumer behavior changing rapidly and often in unexpected ways companies must get better at anticipating and responding to new consumer needs and preferences our experts explain how according to behavioral science the set of beliefs that a consumer holds about the world is a key influencer of consumer behavior beliefs are psychological so deeply rooted that they prevent consumers from logically evaluating alternatives and thus perpetuate existing habits and routines the journal of consumer behaviour publishes theoretical and empirical research into consumer behaviour advancing the fields of advertising and marketing research consumer behavior research from harvard business school faculty on issues including behavioral economics brand loyalty and how to determine the worth of a product people's decisions about how to spend their money can have a huge impact on their own lives and on the planet credit card debt climate change plastic pollution dietary choices all these and more to some extent depend on companies decisions about what to sell and consumers decisions about what to buy

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