



Consumer Behavior: Science and Practice

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Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the consumption, including purchasing, using and disposal of goods and services, and how the consumer's emotions, attitudes, actions and preferences affect buying behaviour. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline of marketing, but has become an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology