



Consumer Behavior: Science and Practice

By Frank Kardes, Thomas Cline & Maria Cronley

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Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry, and economics. In this guide we'll take a look at the different aspects and facets of consumer behavior, and we'll discuss the most effective types of customer segmentation. Consumers are really complex in needs and expectations, but if you segment them accordingly and understand their behavior, y