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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. In order to succeed ..., March 31, 2009 Microsoft A History of Anticompetitive Behavior and Consumer Harm March 31, 2009, Journal of Veterinary Behavior: Clinical Applications and Research is an international journal that focuses on all aspects of veterinary behavioral medicine, with a particular emphasis on clinical applications and research. Articles on basic research involving normal signaling or social behaviors, welfare and, or housing issues, molecular or quantitative genetics, and applied behavioral issues ..., Innovation is a defining feature of novelty in complex technological,

sociocultural, and biological systems.

Theories of innovation offer principles on which the practices of innovation are based as well as the connections between theory and practice., Ethical consumerism (alternatively called ethical consumption, ethical purchasing, moral purchasing, ethical sourcing, ethical shopping or green consumerism) is a type of consumer activism that is based on the concept of dollar voting. It is practiced through 'positive buying' in that ethical products are favoured, or 'moral boycott', that is negative purchasing and company-based purchasing., State of the smart Consumer and business usage patterns Global Mobile Consumer Survey 2017: UK Cut, G20/OECD INFE REPORT Ensuring financial education and consumer protection for all in the digital age G20/OECD INFE CORE COMPETENCIES FRAMEWORK ON, Bauer et al.: Driving Consumer Acceptance of Mobile Marketing Page 182 always attributable to one single person allowing for highly personalized marketing measures., The first research model proposes that the five dimensions of consumer-based brand equity; physical

quality, staff behaviour, ideal self-congruence, brand identification, and lifestyle-congruence have positive effects on brand loyalty via consumer satisfaction., 7

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2016-17 N.B. Numericals shall be based on Unit II, III & IV., Journal of International Management Studies . ISSN 1993-1034. Volume 13* Number 1* February 2018.

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