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consumer behavior researchers work on many types of topics, from everyday household products and high-tech installations to professional services, museum exhibits, and public policy issues such as the effect of advertising on children. Many different perspectives shape the young field of consumer behavior.

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Consumer behaviour Wikipedia

Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. In order to succeed in today's dynamic and rapidly evolving marketplace, marketers need to know everything about consumers - what they need, what they think, how they work, how they spend their money and time.

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