



# Consumer Behavior: How Humans Think, Feel, and Act in the Marketplace

*Banwari Mittal*

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# Consumer Behavior: How Humans Think, Feel, and Act in the Marketplace

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## **Consumer Behavior: How Humans Think, Feel, and Act in the Marketplace** Banwari Mittal

In this book, the authors describe, dissect, and discourse about Consumer Behavior--human behavior in the world of goods. About how we make our product choices and then weave them into the tapestry of our lives. And how we consume to sustain and energize our bodies, feed our minds, and construct our identities. The authors define and describe almost all of the concepts and principles of consumer behavior, spin them into theories and models, and illustrate their applications for the benefit of consumers as well as marketers. The goal is to grasp the quintessential value of consumption, and to understand how marketers should fulfill marketing's ultimate purpose: to become co-creators of consumption value humans seek.

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