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Consumer behavior is a hotbed of psychological research as it ties together issues of communication (advertising and marketing), identity (you are what you buy), social status, decision-making, and mental and physical health. Corporations use findings about consumer behavior to determine how best to market products.

Consumer Behavior | Psychology Today

Consumer behavior is the study of individuals and organizations and how they select and use products and services. It is mainly concerned with psychology, motivations, and behavior. The study of consumer behavior includes: How consumers think and feel about different alternatives (brands, products, services, and retailers)

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