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THEORY OF CONSUMER BEHAVIOUR1. Preferences (2/2) 2. Transitivity: For Any Three Consumption Bundles A, B And C It Is Valid That If Consumer Prefers A To B, And He Prefers B To C, Then He Must Prefer A To C. Consumer Is Consistent In His Preferences. 3. Non-Satiation Or Greed: Consumer Always Places Positive Value On More Consumption; He Prefers More Of A Commodity To Less ... Feb 10th, 2024Factors Influencing Consumer Behaviour - IJCRARConsumer Buying Behaviour Refers To The Buying Behaviour Of The Ultimate Consumer. Many Factors, Specificities And Characteristics Influence The ... Preferences Of The Target Market. When Purchasing Any Product, A Consumer Goes Through A Decision Process. This Jan 17th, 2024CONSUMER BEHAVIOUR AT THE FOOD MARKETConsumer Attitudes Towards Food Depends On Many Attributes, Which Affects In Different Ways On Their Preferences And Lead To Acceptance And Choice Of One Product, And Rejecting Others. The Feb 16th, 2024.

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