



Consumer Behaviour

Jim Blythe

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Why do you choose the things you buy – such as this textbook, a smartphone or an item of clothing? How often, where, and instead of what? What do you consider a boring necessity or a fun luxury? What do you do with products once you've purchased them? When do you decide to chuck them and why?

As a consumer you make conscious and unconscious decisions, nonstop, every day of your life. **This is Consumer Behaviour!**

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