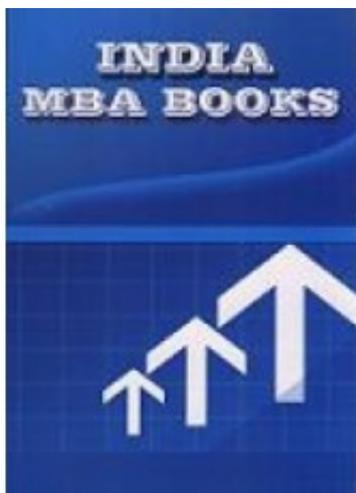


# Consumer behavior



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– Consumer expectation and satisfaction.

UNIT IV EXTERNAL INFLUENCES - Socio-Cultural, Cross Culture - Family group –

Reference group – Communication -Influences on Consumer behavior

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