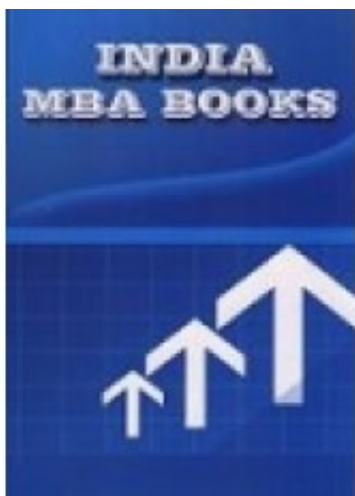


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UNIT-IV: Consumer Learning –The elements of learning, Behavioral Learning theories ,Cognitive learning theories, Measures of consumer learning, Consumer attitude formation and change-meaning of attitude structural models of attitude.

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