

**consumer behavior hoyer macinnis pdf**

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities.

**Consumer behaviour - Wikipedia**

Desire is a sense of longing or hoping for a person, object, or outcome. The same sense is expressed by emotions such as "craving". When a person desires something or someone, their sense of longing is excited by the enjoyment or the thought of the item or person, and they want to take actions to obtain their goal.

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