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Summary Consumer Behavior and Hawkins Mothersbaugh

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David L. Mothersbaugh, Ph.D., is Professor and Robert C. Morrow Faculty Fellow at The University of Alabama, where he has served as a faculty member or administrator for 24 years. David 's teaching and research are in the areas of consumer behavior, advertising, services marketing, and marketing strategy.

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The study of consumer behaviour improves decision-making a some of the guesswork is removed. ... (Hawkins & Mothersbaugh, 2010) Some of the factors influencing consumer behaviour are: ...

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