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Full file at ---Buying,-Having-and-Being,-11th-Edition---Solomon Chapter 1 Buying, Having, and Being: An Introduction to Consumer Behavior 1) A(n) _____ is a person who identifies a

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need or desire, makes a purchase, and then disposes of a product.A) marketer B) consumer C) influencer D) content generator Answer: B Diff: 1 Learning Outcome: Identify and discuss the factors influencing consumer ...

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