



Consumer Behavior

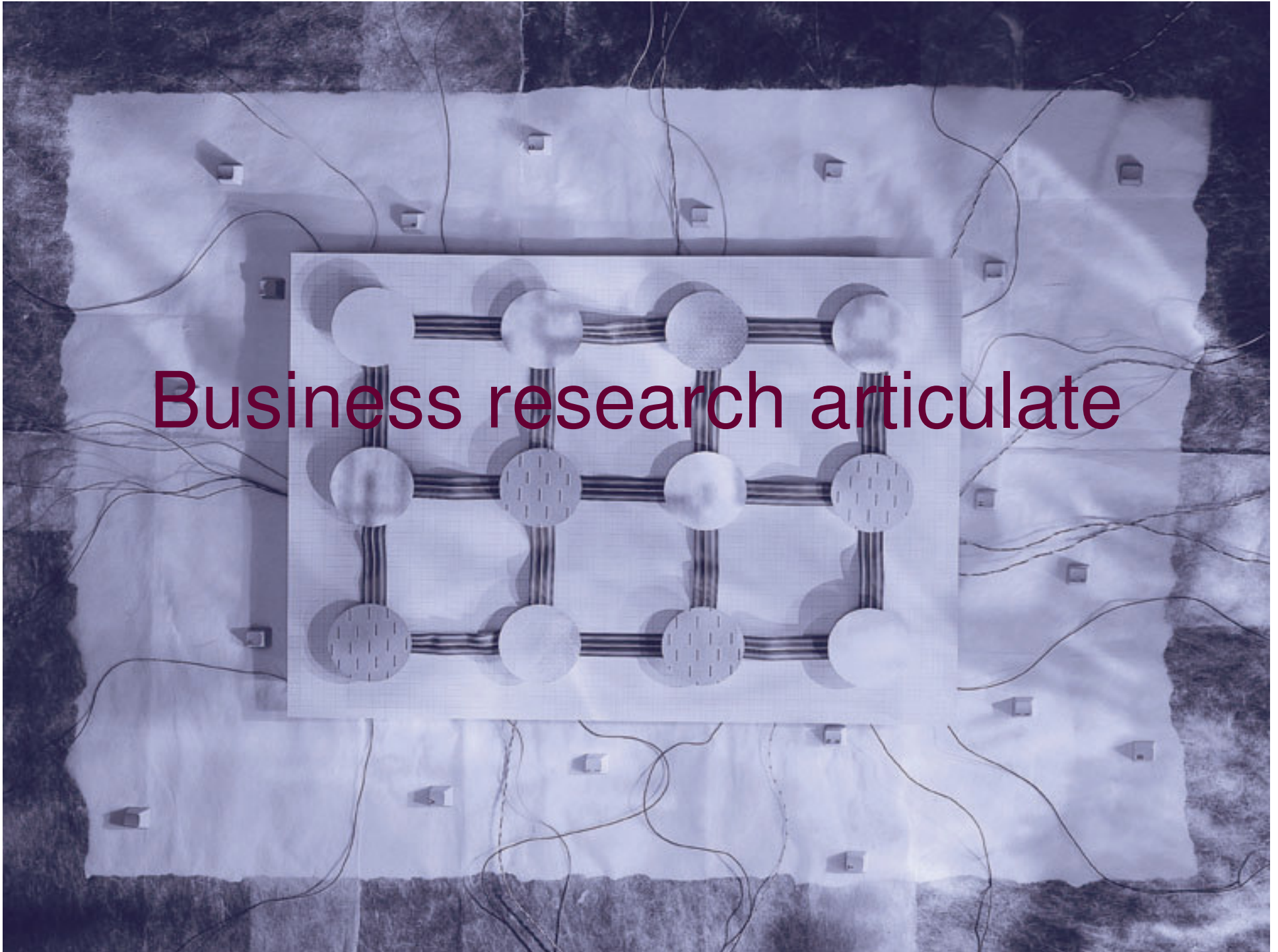
Hussain A. Al Awami, B.Sc. Pharm., M.Sc., MBA

A photograph of a 3x3 grid of circular nodes connected by wires, set against a dark background with a grid pattern. The nodes are arranged in a 3x3 grid, with some nodes having a textured surface. The wires connect the nodes in a grid pattern. The background is dark with a light grid pattern.

Chapter II: Consumer Research

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Business research articulate

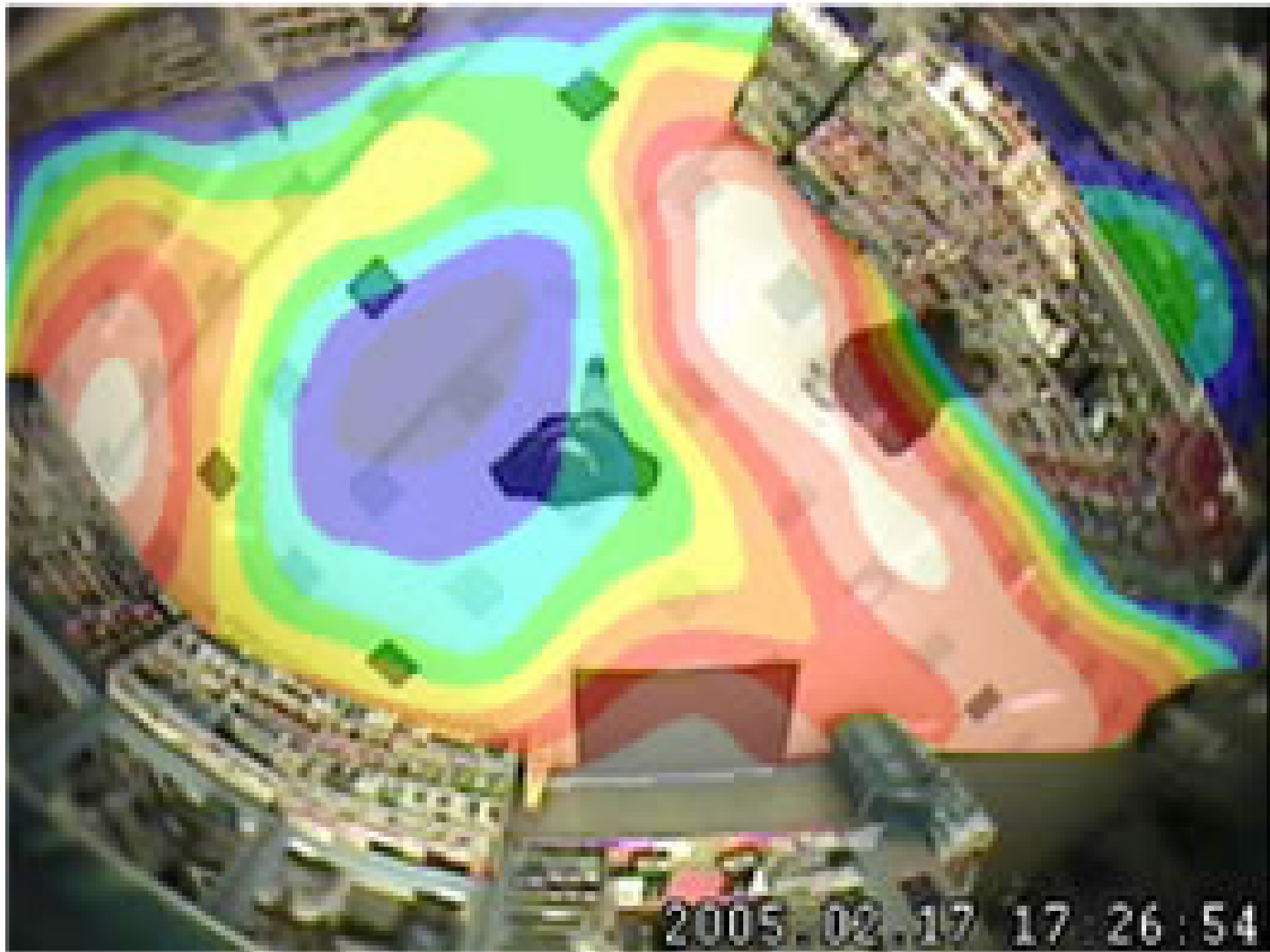




Importance of using
technology

Eye detectors machines





We need to understand
consumer behavior



Early thought states that
consumers do rational
decisions



Research