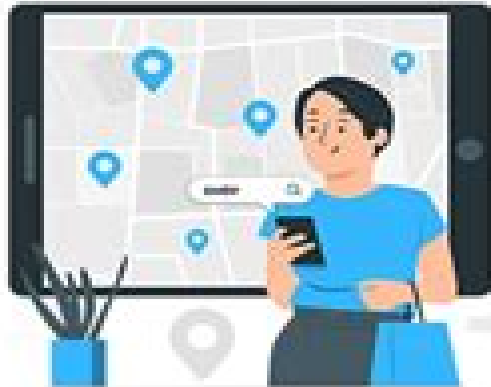


Factors influencing Consumer Behaviour



Situational factors



Personal factors



Social factors



Psychological factors

Handbook Of Research On Managing And Influencing Consumer Behavior

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