

ads fads and consumer 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 emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area.

Consumer behaviour - Wikipedia

This is a partial list of social and cultural phenomena specific to the Internet, also known as Internet memes, such as popular themes, catchphrases, images, viral videos, and jokes. When such fads and sensations occur online, they tend to grow rapidly and become more widespread because the instant communication facilitates word of mouth

List of Internet phenomena - Wikipedia

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