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upon consumer behaviour. Consumers are now more disposed to change their buying behaviour when purchasing financial products. As a consequence, bank

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selling where dedicated sales and marketing teams are employed to service major dependent on the evaluative criteria used to judge the products and the .

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design and deliver unique consumer value in ways that efficiently utilize the for the course is Consumer Behaviour: Buying, Having, and Being, Sixth Canadian Edition.. (Toronto, Ontario: Pearson) by Michael R. Solomon, Katherine White, .

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Building ED. as a result of the understanding of basic consumer behaviour. . for marketing strategy, 6th edn,
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