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Learning Outcome: 1: Define consumer behavior and describe its influence on marketing practices AACSB: Analytical thinking 11) Consumers' characteristics can be classed as either consumer-intrinsic or consumption-specific. In this context, consumption-specific features are attitudes and preferences toward specific products or buying situations.

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5 . 16) When consumers are unhappy with a product, they may file a complaint in the form of legal action, Better Business Bureau complaint, or publishing a negative review.

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