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HIGHLIGHTED HANDOUT

PSY514

Consumer Psychology

PSY514 by VU Learning HUB

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Today paper psy514

Acculturation and enculturation.

Segmentation studies.

Consumer psychologist.

Aik case tha a teacher ask student to make sentence of Mother, he made Mother is a precious

relationship in this world, find projective technique used by son (ager kisi ko pata hai tu plzzzz

bta de)

Stages of focus group decision (ye b handouts me nahi mil raha).

Two kinds of effects age and cohort explain.