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influences on
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provide examples
to support your
recommendations.

3. Explain how models of consumer behaviour can contribute to the development of marketing campaigns.
4. Discuss the main internal and external influences

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describe in detail how each of the 4 P's (product, price, promotion, and place) affected our purchasing decision.

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consumer are:

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out sellers info.

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interpret seller's
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differently than
intended.

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and any other TWO
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behaviour, its
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