

A Study on Change in Customer Behavior due to Use of Consumer Behavior Theory

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Abstract: *Consumer theory equips individuals with the tools to be more conscious and critical consumers. It shapes their decision-making, helps them navigate the complex marketplace, and promotes responsible, value-driven choices. It encourages consumers to be more aware of their needs, preferences, and the consequences of their actions, ultimately influencing their mindset and behavior as consumers. The hilarious ads have demonstrated the power of humor in advertising, as they leave a lasting impression and often become part of popular culture.*

Keywords: Consumer theory.