

identify the second need in the hierarchy  
safety needs

[MKT823] businesses stay in business by attracting and retaining -----  
customers

[MKT823] business succeed by engaging in exchanges of resources including  
information, money, goods and services with -----  
consumers

[MKT823] which is a perspective for understanding consumer behaviour  
all of the above

[MKT823] for proper segmentation of a market we must consider some criteria such as  
all of the above

[MKT823] the display of a consumer in searching for purchasing, using and evaluation  
of product and services is called -----  
consumer behaviour

[MKT823] the driving force among individual consumer that impel them to action is  
called -----  
motivation

[MKT823] one fundamental pillar on which marketing funtions and activities are baesd  
on is called  
satisfaction of consumers'

[MKT823] the process of dividing a market into distinct subsets of consumers is called --  
-----  
market segmentation

[MKT823] reflection of strong motivation in the form of high perceived personal  
relevance of a product or service is -----  
involvement

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