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refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. A ...

### **(PDF) Factors affecting consumer buying behavior**

Positioning is the grouping of similar product types together in the consumer's perceptual map: 116.

Kotler et al. Positioning is a process by which a

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marketeter discovers in  
the mind of the  
consumer/customer,  
client or prospect a

unique niche for a  
product or service that  
will be meaningful to  
such a person. 117.

Esch (2005)

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