

IN PULSAR GROUP BREWERY LLC IMPROVING THE STUDY OF CONSUMER BEHAVIOR

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ABSTRACT

This article discusses the current social status of the buyer in terms of culture, social status or the relevant profession, occupation and interests of the buyer in society, as well as cultural level, occupation, income, habits, values in distinguishing them into social groups.

KEYWORDS: *Consumer, Customer, Society, Interest, Income, Value, Group, Behavior.*

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