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- Cultural Culture, subculture, social class - Social Small groups, family, social roles and status - Personal age and life cycle stages, occupation, economic situation, lifestyle, personality and self concept

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7/30/18, 7)59 AM Principles of Marketing - Chapter 5 Flashcards | Quizlet Page 4 of 15 Database marketing is also known as \_\_\_\_\_. marketing analytics Typically, data collection begins with \_\_\_\_\_. reviewing existing research The first step for any marketing research activity is to \_\_\_\_\_. clearly identify and define the problem Caroline started her marketing research process by identifying the ...

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Quizlet Marketing Chapter 5. STUDY. PLAY. market segmentation. the process of breaking down all consumers into groups of potential buyers with similar characteristics. targeted marketing. choosing select groups of people to sell to. mass marketing. selling the same product to all consumers. one-to-one marketing . forming close, personal

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