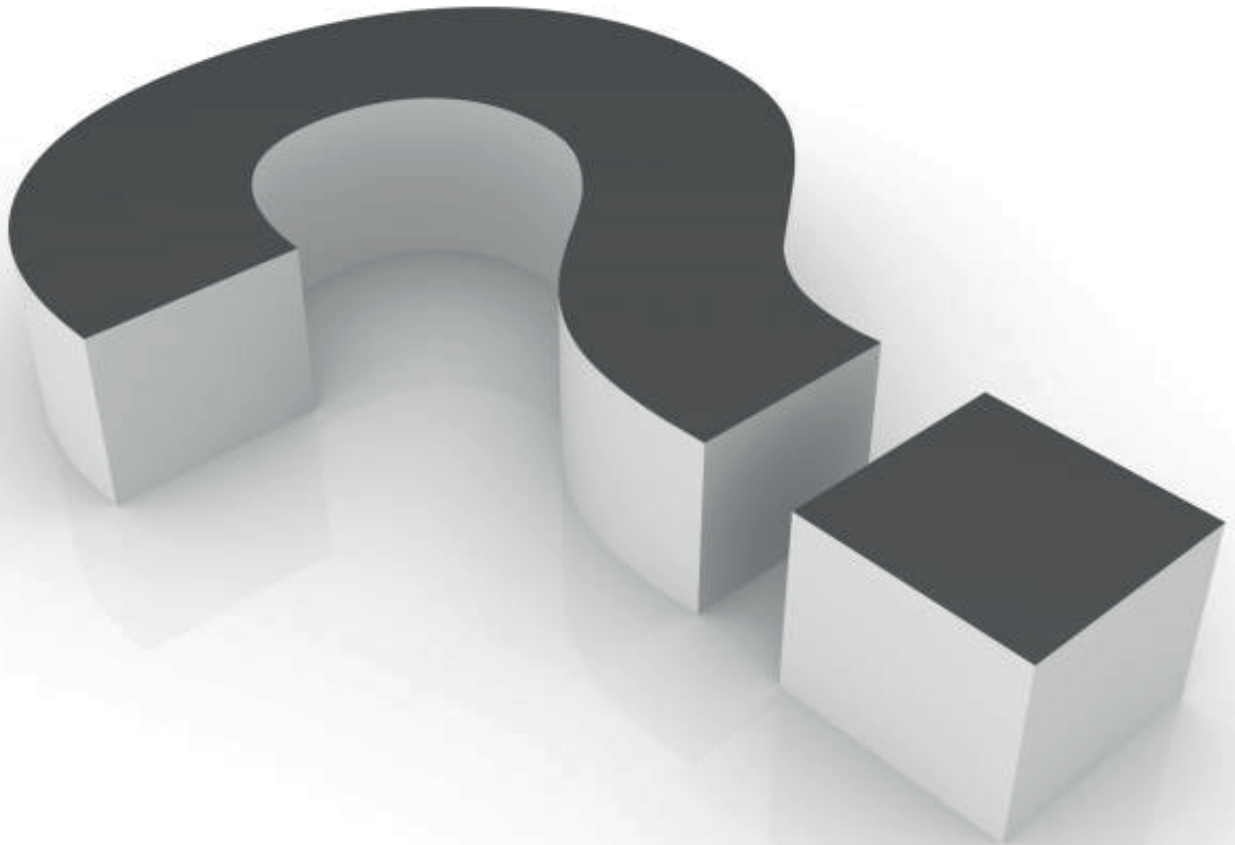




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Introduction to Marketing



Question 01: Buying decision process starts from need recognition to postpurchase evaluation. Write a detailed description about what you would do in each of the buying decision steps when deciding to buy one of the following products:

1. Car
2. Holiday Package
3. Any home appliance

