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Full file at - Edition-by-Solomon Consumer Behavior, 10e (Solomon) Chapter 1 Buying, Having, and Being 1) A marketer who segments a population by age and gender is using _____ to categorize consumers. A) demographics B) psychographics C) roles D) lifestyle Answer: A Diff: 1 Learning Outcome: Explain how membership in ethnic, religious, and racial subcultures influences consumer behavior.

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