



A Study on the Typology of the Consumer Behavior among CSPF's Retired Members

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Summary

In this book, the data have been collected through conducting in-depth interviews with CSPF's retired members. It has been pointed out and highlighted that apart from economic factors, social and cultural factors can also affect the development of consumption patterns and consumer behavior on the part of the CSPF's retired members. Accordingly, retirement can be referred to as a social and economic phenomenon, and having a better grasp as regards consumer behavior of the target group would help policymakers accurately understand their priorities and preferences.

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