

# **Understanding the Bugs in Consumer Behaviour: From BS to CS**

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Marketers are concerned with the psychological factors that shape and determine consumer behaviour because an understanding of this facilitates the market segmentation so essential to the formulation of marketing strategy. Physiological and biological determinants of behaviour are largely overlooked. The latent prevalence of a long-lived and common brain parasite, *Toxoplasma gondii*, explains a statistically significant portion of the variance in many behavioural and cultural variables. This paper introduces the marketing community to this biological predictor and its potential effects on behaviour.

Keywords: Consumer behaviour, consumer decision making

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