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## **Analysis of consumer behavior impact on human capital development through the example of the Altai Republic**

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### **Abstract**

The article examines the influence of the individual demand system on the creation, storage and usage of human capital. Personal motivation is expanding due to the development of needs, while the investments in the consumer sphere of human leads to the development of skills. Dialectical interaction of these skills leads to the increase of the role of human capital in modern economy. We explored the processes of the consumer behavior of individuals on the example of the economy of the Altai Republic. © IDOSI Publications, 2013.

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### **Keywords**

Consumer behavior, Development, Human capital, Human needs