



Consumer Behavior During the Online Business Era (Paperback)

By Dewi Indriani Jusuf

Independently Published, United States, 2018. Paperback. Condition: New. Language: English. Brand new Book. Content of the webThis book is about consumer behavior during the era of the online business in which the discussion also includes the shifting from the conventional consumer behavior in the online one. The book discussion includes: 1DEFINITION AND BASIC CONCEPT 1.1 Definition and Basic Concept 1.2 Question 2 HISTORY OF DEVELOPMENT OF CONSUMER BEHAVIOR 2.1 Introduction 2.2 Periodization 2.3 Questions 3FACTORS AFFECTING CONSUMER BEHAVIOR 3.1 Main Factors 3.2 Other Factors Participate Take effect to Behavior Consumer 3.3 Consumer Behavior Model 3.4 Pattern of Purchase Behavior3.5 Question 4 CONSUMER PURCHASE DECISION PROCESS 4.1 Stages in the Purchase Process Decision4.2 Problem Recognition 4.3 Search of Information 4.4 Evaluation Alternative 4.5 Purchase Decision 4.6 Evaluation Post Purchase 4.7 New Products 4.8 Questions 5TYPE OF CONSUMER BEHAVIOR 5.1 Type of Purchase Decision Behavior 5.2 Purchase Behavior Model 5.3 Participants in the Business Purchasing Process5.4 Questions 6PERCEPTION OF CONSUMER RISK 6.1 Risk Perception 6. 2 Activities Reducing Risk 6.3 Questions 7 CONSUMER BEHAVIOR IN ONLINE BUSINESS 7.1 Background 7. 2 Consumer Behavior Models in the Online Business Era 7.3 Matters that Are Generally Purchased Online 7.4 Web Site Functions for Consumers...



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