



Consumer Behaviour

By Vishwajeet Prasad

2010. Paper Back. Condition: New. 324 This book presents the workings of Consumer Behaviour as no other book in the market does. It examines the subject of Consumer Behaviour in a fascinating way, is stimulating and motivates readers. It focuses on consumer behaviour research and concepts and their application in marketing issues. It highlights the values, popular culture, lifestyles, and consumption. Its simple layout and up to date studies make application of theories taught very clear. A must-have book for everyone engaged in this field Contents:- Contents, Preface ix, 1. Consumer Behaviour and Marketing Action 1, Consumer Behaviour, Customers Versus Consumers, Consumer, Motives, Motives Influencing Purchase Decision, Nature of Motive, Purchase Decision, Need for Study of Consumer Behaviour, Importance in Day to Day Life, Pertinence to Decision Making, Organizational Buyer versus Individual Buyer, 2. Consumer Involvement 7, Causes of Consumer Involvement, Personal Factors, Product Factors, Situational Factors, Types of Involvement, Situational Involvement, Enduring Involvement, Effects of Consumer Involvement, Stages in, Processing of Information, Models regarding Consumer Involvement, Low Involvement Learning Model, Learn-Feel-Do Hierarchy Model, High Involvement/High Thinking, High Involvement/High Feeling, Low Involvement/Low Feeling, Low Involvement/Low Thinking, Level of Message Processing Model, Product versus Brand, Involvement Model, 3. Consumer Decision Making...



Reviews

I actually started looking over this publication. It really is rally interesting throgh studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).

-- Elisa Reinger

You May Also Like



Modern Thought For Higher Education

2010. Paper Back. Condition: New. 224 This book summarises in a lightsome manner unique innovative logics for human resource development. Abundance of ideas is there for the unification of knowledge. The unrestricted theme shows potential for providing a final engineered touch for...



Adult and Non Formal Education

(Pb)

2010. Paper Back. Condition: New. 350 Adult and Non formal Education" is very interesting as well as informative book. The editor has put in all the hues, shades and color of Life Long education. This book describes, explains, evaluates and even theorizes,...



National Human Rights Commission: an Assessment (A Study of Its Working From 1994 to 1999)

2015. Hardcover. Condition: New. 198 About The Book:- In a democratic polity, protection and promotion of Human Rights is of utmost importance. Though Human Rights are universally acknowledged rights and with the internationalisation of these rights, several international mechanisms are available for...



Babri Masjid, 25 Years

On

2018. Paper Back. Condition: New. 232 ABOUT THE BOOK:- The date 6 December, 2017 marks the twenty-fifth anniversary of the demolition of Babri Masjid in Ayodhya when a violent mob attacked and brought down the medieval structure. The event dramatically altered the...



Career Planning Resources a Comprehensive Guide

2014. Paper Back. Condition: New. 784 About the book:- The choice of a career is one of the most fundamental choices in a student's life. One cannot, therefore, let one's CAREER CHOICE be left to chance. One needs to consider carefully before...



Corporate Finance : Core Principles and Applications, 3rd (WITH

CD)

Blacklick, OH, U.S.A.: McGraw-Hill Higher Education, 2010. Soft cover. Condition: New. Dust Jacket Condition: New. 3rd Edition. Low price guarantee! The book is the brand new international edition textbook with the different ISBN and cover design (Exclude the Chapters of 12, 13,...