

CONSUMER BEHAVIOUR



Vishwajeet Prasad



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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...



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