


## Consumer Behaviour And Branding Concepts Readings And Cases-The Indian Context

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**Summary :** Free consumer behaviour and branding concepts readings and cases-the indian context pdf download - india is one of the emerging markets that pose a unique set of challenges to marketers the importance of the context and the usefulness of concepts in the indian context is the core proposition of the book the diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study this book focuses on the behavioural principles of marketing and its application to branding in the indian context consumer behaviour concepts associated with branding a combination of recent and traditional examples reflecting the application of behavioural concepts touch of reality boxes to indicate context-based examples caselets and cases drawn from real-life situations research findings associated with the indian context topical issues in consumer behaviour like cultural aspects digital marketing and experiential branding

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