

Understanding consumer behavior - [a selection of papers by Raymond A. Bauer and others]

Christopher Pub. House - Framework for Understanding Consumer Choices for Others

Description: -

Cultural property -- Protection -- Japan.

Religious education.

Catholic Church -- Education -- Controversial literature.

Romanies -- Spain -- Catalonia.

Great Britain -- History

Nobility -- Great Britain.

Lomonosov, M. V. -- Bibliography.

Surplus government property

Automobiles

United States. -- War Dept

Hall family.

Politics/International Relations

Political Science

Government - International

China -- History -- Song dynasty, 960-1279.

Guangdong Sheng (China) -- Economic conditions.

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Notes: Includes bibliographical references.

This edition was published in 1966

TABLE I RESULTS OF T-TESTS COMPARING WHITE AND BLACK ATTITUDES TOWARD UNKNOWN PRODUCTS AND CONCEPTS IN THE STUDY*				
Product/Concept/Statement	Mean	S.E.M.	T-Value	
Having chair that rocks sideways	3.4645	.5.546	-6.22	.000
Hammer with French fries on it	2.0000	4.755	-5.13	.000
Hot dogs made of fish	3.0000	4.326	-5.76	.000
Ice cream made of shoes	3.0000	4.326	-5.76	.000
Round refrigerator	3.355	4.940	-3.12	.002
Unleashed driving weapon	4.932	5.487	-2.01	.047
Car that can't stop like a bus	3.0000	4.326	-5.76	.000
I sometimes influence what my friends buy	2.8000	3.570	-2.37	.019
School system with no grades: Peasant's	3.9000	4.020	-2.27	.025
Politically sound advice	4.7125	5.301	-2.38	.022
I have at least one or more outfits of the latest style	2.5000	3.732	-3.40	.000
Music from the 1920's	3.0000	4.326	-5.76	.000
I often try the latest hairstyle	3.150	4.494	-4.35	.000
I often seek out advice of friends regarding	4.660	5.267	1.0	.317
Wearing a bathing suit in the workplace	3.825	4.202	-2.11	.037
I usually dress for fashion, not for comfort	4.205	4.976	-2.36	.019
I always wear the latest fashions	3.0000	4.326	-5.76	.000
I try new brands before my friends do	3.8125	4.410	-2.19	.030
Waiting at events in the movie is acceptable	4.605	5.217	-5.16	.000
Newspaper clipping	3.803	4.564	-2.76	.000
To purchasing	3.404	4.588	-3.02	.003
Type of eye shadow	3.274	4.722	-4.37	.000
Black leather jacket	4.7125	5.301	-2.18	.030
Boy George Tote	4.424	6.195	-5.93	.000
Bracelets	2.8000	3.568	-6.15	.000
Finger leather outlet	3.8000	4.301	-4.11	.000

*Statistical tests indicate greater acceptance of product or agreement w/ statement.

**Reliability alpha for the scale is .926.



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Tags: #Understanding #and #shaping #consumer #behavior #in #the #next #normal

Consumer Behavior: Understanding the Psychology Behind Consumption

Size: The larger the size of the stimulus, the more likely it is to be noticed.

Consumer Behavior: Understanding the Psychology Behind Consumption

As mentioned above, past experiences also lead to the creation of perceptual sets, and we perceive things accordingly.

Understanding Consumer Behaviour: The Four Factors

The stimulus is either given attention or ignored. For example, capital and bold letters in a print advertisement or on a package are immediately sensed by us.

Consumer Perception: Meaning, Definition, Process, Elements, Concepts, Factors

Consumer behaviour is difficult to predict.

Related Books

- [Bōdori chin'atsu shi](#)
- [Watling court.](#)
- [Vorfelder religiöser Erziehung - Ergebnisse einer empirischen Repräsentativerhebung bei Tiroler Ju](#)
- [Adventure of the Blue Admiral](#)
- [Federalismo e meridionalisti](#)