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Consumer behaviour is a physiological process it is all related to the emotions of the consumer. In this process the consumer starts with recognizing the need of the product, and then finds a way or a medium of solving these needs, makes purchase decisions like planning whether he should buy or not buy a certain product, and then he confirms the information, jots down a plan and then ...

4 important Factors that Influence Consumer Behaviour

Consumer Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business School and teaches parts of the on-campus Marketing course, as well as the Consumer Behaviour elective by distance learning. She is a key member of a team exploring how technology can be used to enhance the student learning experience.

Consumer Behaviour - Edinburgh Business School

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Consumer behavior has always been an area of major interest for social science researchers, witnessing an explosion over the past 50 years (Macinnis & Folkes, 2010).Accordingly, literature on this topic has been the center of attention in a number of previous studies (Arndt, 1986; Battalio et al., 1974; Belk et al., 2012; Hameed, Waqas, Aslam, Bilal, & Umair, 2014; Hawkins & Mothersbaugh, 2009 ...

Consumer Behavior Research: A Synthesis of the Recent ...

To examine the content of consumer behavior literature, trace its evolution, and identify the main streams of research over time, a content analysis was first performed on the arti-cles focusing on consumer behavior. Helgeson et al. (1984) classified 32 years of consumer behavior literature from selected journals and proceedings.

Consumer Behavior Research - SAGE Journals

Consumer behavior need to be taught to Marketing Graduates since once a person is able to identify the consumer mind and he will be able to generate good results in terms of revenue. This book paves wave to understand psychology and how to apply that in marketing the service/ product produced in your company.

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