
Journal Consumer Behaviour

factors influencing consumer buying behaviour: a case study - factors influencing consumer buying behaviour: a case study . e. thangasamy. α & dr. gautam patikar . σ. abstract- globally, the term, 'marketing' is not a new phenomenon. it has become the focal point of any business. no commodities can move from a production point to a consumption point without putting the marketing machinery at work. **consumer behaviour - edinburgh business school** - 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. **the influence of cultural factors on consumer buying ...** - the influence of cultural factors on consumer buying behaviour and an application in turkey . dr. yakup durmaz. abstract- nowadays, consumer behaviour is influenced not only by consumer personalities and motivations, but also by the relationships within families. family is a social group and it can be considered the cornerstone of consumers so ... **impact of branding on consumer buying behavior: an ...** - international journal of academic research in business and social sciences 2017, vol. 7, no. 7 issn: 2222-6990 595 hrmars there is huge literature dealing with the branding and its impact on consumer behaviour. **consumer behavior research - journalsgepub** - the most cited articles in the field and within each journal are also examined. the comprehensive literature review of consumer behavior research undertaken in this article could advance the discipline of consumer behavior research by elucidating the evolution of consumer behavior literature in the studied period. keywords **online marketing and consumer purchase behaviour: a study ...** - british journal of marketing studies vol.3, no.7, pp.1-14, september 2015 ... in the domain of consumer behaviour research, there are general models of buying behaviour that depict the process which consumers use in making a purchase decision. these models are **the impact of cultural factors on the consumer buying ...** - the impact of cultural factors on the consumer buying behaviors examined through an empirical study ... example, journal of consumer behaviour, 2003, vol:2, s. 282. 13 tao sun, guohua wu, consumption patterns of chinese urban and rural consumers, journal of consumer **the impact on consumer buying behaviour: cognitive dissonance** - the impact on consumer buying behaviour: cognitive dissonance 837 2.2 foundations of dissonance theory the theory of cognitive dissonance is elegantly simple: it states that inconsistency between two cognitions creates an aversive state akin to hunger or thirst that gives rise to a motivation to reduce the inconsistency. **the study of consumers' buying behavior and consumer ...** - engel (et al., 1993) declared that consumer buying . the study of consumers' buying behavior and consumer satisfaction in beverages industry in tainan, taiwan . shiau pei shih, szuchiang yu, and hui chin tseng . journal of economics, business and management, vol. 3, no. 3, march 2015. doi: 10.7763/joebm.2015.v3.215 391 **the impact of brand image on consumer behavior: a ...** - impact of brand image on consumer's behavioral intention looking through extant researches, the most widely used predictors of consumer's behavioral intention are customer satisfaction and customer loyalty. **the influence of cultural factors on consumer buying ...** - the influence of cultural factors on consumer buying behaviour has been widely debated and studies at different points in time. mccarthy, o'reilly and de-boer (2004), while studying the factors influencing consumption of pork and poultry in the irish market, found that for poultry, **cultural effects on consumer behavior** - cultural effects on consumer behavior, 7 7 although childers (1992) references hofstede's (1984) research, he further segregates reference groups into comparative reference groups which are used for a consumer's self-appraisal and normative reference groups which are the source of a person's macro-level cultural values. **consumer behaviour and lifestyle marketing** - irjc international journal of marketing, financial services & management research vol.1 issue 10, october 2012, issn 2277 3622 ea m 152 consumer behaviour and lifestyle marketing **online shopper behavior: influences of online shopping ...** - asian journal of business research volume 1 number 2 2011 online shopper behavior: influences of online shopping decision chayapa katawetawaraks scg trading services co. ltd cheng lu wang university of new haven abstract recent research has shown an interest in investigating consumer motivations that affect the online shopping behavior.

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