

Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior



Dimensions Of Consumer Behavior

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Consumer Behavior Gilbert D. Harrell,1986

Socio-Economic Perspectives on Consumer Engagement and Buying Behavior Kaufmann, Hans Ruediger,Panni, Mohammad Fateh Ali Khan,2017-01-18 In modern business practices marketing dimensions are changing with new

opportunities appearing in consumer behavioral contexts By studying consumer activities businesses can better engage and retain current and new customers Socio Economic Perspectives on Consumer Engagement and Buying Behavior is a comprehensive reference source on new innovative dimensions of consumer behavioral studies and reveals different conceptual and theoretical frameworks Featuring expansive coverage on a number of relevant topics and perspectives such as green products automotive technology and anti branding this book is ideally designed for students researchers and professionals seeking current research on the dimensions of consumer engagement and buying behavior **Consumer Behavior** James F. Engel,David T. Kollat,Roger D. Blackwell,1973 **Marketing and Society** Ronald R. Gist,1974

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