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Nota di contenuto	Cover -- Title Page -- Copyright -- About The Author -- Contents -- List of Figures -- List of Abbreviations -- Preface -- Chapter 1: Introduction To Consumer Behavior -- Unit Introduction -- 1.1. Consumer -- 1.2. Consumer Behavior -- 1.3. The Origin Of Consumer Behavior -- 1.4. Scope Of Consumer Behavior Field -- 1.5. Why Study Consumer Behavior? -- 1.6. Perspective Of Consumer Behavior Field -- 1.7. Nature Of Consumer Behavior -- 1.8. Importance Of Consumer Behavior -- 1.9. Factor Affecting Consumer Behavior -- 1.10. Consumer Behavior And Marketing -- 1.11. Application Of Consumer Behavior In Marketing -- 1.12. Relationship Between Marketing Mix And Consumer Behavior -- 1.13. Current Trends In Consumer Behavior Around The World -- 1.14. Industrial and Individual Consumer BehaviorModels -- 1.15. Summary -- 1.16. Review Questions -- 1.17. Multiple Choice Questions -- References -- Chapter 2: Consumer Culture And Influences On Consumer Behavior -- Unit Introduction
Sommario/riassunto	This book by João Heitor de Avila Santos provides a comprehensive examination of consumer behavior, exploring its origins, scope, and significance in modern society. It delves into consumer culture, perception, motivation, and attitudes, and discusses how these elements influence consumer behavior. The book also covers consumer

buying behavior, the decision-making process, and factors affecting consumer choices. Aimed at researchers and scholars, it emphasizes the importance of understanding consumer behavior for effective marketing and innovation. The text offers insights into cultural, social, personal, and psychological factors that shape consumer actions, using a blend of academic and practical perspectives.
