

Cases in Consumer Behaviour



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Cases in Consumer Behaviour Cases in Consumer Behaviour contains a selection of case studies which examine different aspects of the behaviour of European consumers. These case studies consider, amongst other issues, personal consumer decisions and interactive household decision making; cultural and social effects on consumer behaviour; new product development and diffusion in different countries; marketing communications; and consumer satisfaction and welfare. This casebook is closely related to, and is recommended for use with, Consumer Behaviour: A European Perspective by Gerrit Antonides and W. Fred van Raaij. Features of the casebook include:

- * The authors of these cases are drawn from nine different European countries: United Kingdom, Ireland, Sweden, Germany, Austria, The Netherlands, France, Greece and Hungary
- * The cases reflect the consumer perspective on marketing problems
- * Each case presents a practical problem in the consumer area and poses questions for the reader.

An Instructor's Manual is available from the publisher for lecturers using the casebook.

作者介绍:

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