



Consumer Behaviour (Second Edition)

By Matin Khan

New Age International (P) Limited, 2014. Softcover. Book Condition: New. 5th or later edition. The book presents a comprehensive coverage of the subject with examples from the Indian scenario. The book stresses on consumer decision-making and clearly explains the five stages of problem recognition, information search, evaluation of alternatives, purchase and post-purchase behaviour. It also explains outlet selection and purchase. The external environment and its influence on decision-making is highlighted. These are demographical, political, cultural and technological factors. Along with these, the internal determinants of beliefs, attitudes, personality, memory and values have also been discussed in this book. Contemporary developments like E-consumer behaviour and consumer delight in place of consumer satisfaction have also been discussed. Relevant case studies and review exercises are additional highlights of this book. With its clear style and systematic approach, this book would be extremely useful for students of Marketing Management. Management consultants and professionals would also find this book to be a valuable reference source. In the second edition of the book some useful information has been added. This contains a small case. Other examples of Marketing strategies and Marketing implications have been added. One extra chapter on Changing Consumer Behaviour has been added. The...



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