



Impact of Consumer Involvement on Consumer Behaviour

By Kavita Sharma

New Century Publications, New Delhi, 2000. Hardcover. Book Condition: New. First. 14 cms. 199pp. Business is marketing and successful marketing requires an understanding of consumer behaviour. Consumer involvement is a key variable affecting the decision making process for a product. Knowledge of the nature and types of consumer involvement is a prerequisite for gaining insight into consumer behaviour. The present study operationalises the concept in the context of select products. It holds various strategic and managerial implications for marketers and researchers, primarily in the area of communications and market segmentation.

DOWNLOAD



READ ONLINE
[9.65 MB]

Reviews

Thorough information! Its such a excellent read. It is really simplistic but unexpected situations within the fifty percent of your pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Johnathon Moore**

The ebook is fantastic and great. It really is basic but unexpected situations within the fifty percent in the book. Its been written in an exceptionally basic way in fact it is only after i finished reading through this ebook by which actually modified me, modify the way in my opinion.

-- **Ms. Donna Parker MD**