

Personal buying behavior and marketing decisions



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Reviews

Complete guide! Its this kind of very good read through. This is certainly for all who statte there was not a worthy of looking at. I am just quickly will get a delight of looking at a composed publication.
(Kacie Carroll)

PERSONAL BUYING BEHAVIOR AND MARKETING DECISIONS



GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Lancaster University, 14 entries in the bibliography, language: English, comment: An essay showing the buying behaviour and marketing decisions. Real example: A video camera purchased in a multimedia store. , abstract: Compact and feature rich, the Sony DCR-PC109 MiniDV Handy cam is the perfect camcorder for people who demand quality and convenience. Featuring a large 2.5 hybrid Swivel Screen LCD display, Super Night Shot Plus infrared recording system, Super Steady Shot image stabilization, and a big 1.0 mega pixel Advanced HAD imaging device, the DCRPC109 provides all the punch of a camera twice its size. (Fortress leaflet 07/2004) This statement taken from a Fortress store -leaflet, which was inside the South China Post newspaper, I was glancing through during my internship in Hong Kong last summer. Fortress is a well established, national company chain that specialises in electronic goods services, such as portable cameras, DVD players, Hi-fi systems, etc. all over Hong Kong. The leaflet was advertising the latest Sony hand camcorder, which was the smallest available camera on the market. I decided to talk about this product because first of all I always wanted a unique hand camera that allows doing more than just take a picture and secondly I remember clearly all the various stages I went through before and during the purchase. To begin with, I am going to describe and explain firstly the important buying behaviours I have exhibited or was involved in. Why did I buy the product Did I do some intensive research prior to the purchase What attracted me...



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