

Personal buying behavior and marketing decisions



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Reviews

Very useful to all of group of folks. I could possibly comprehended every little thing using this created e book. You wont truly feel monotony at anytime of your time (that's what catalogs are for concerning in the event you ask me).

(Claire Carroll DVM)

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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