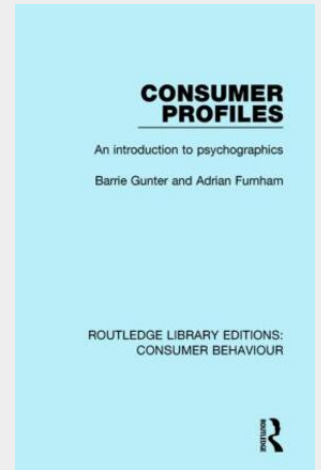


Gunter / Furnham

Consumer Profiles (RLE Consumer Behaviour)

An Introduction to Psychographics

Psychographics have been developed in the field of market research as a way to relate consumer behaviour to market choice. This book, originally published in 1992, introduces the essential elements of psychographics. It shows how researchers go about defining consumer profiles and designing successful research programmes. It looks at the way they are applied in various consumer groups and uses case study material to focus on some specific products from cameras to pet food.



67,50 €

63,08 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781138832466

Medium: Buch

ISBN: 978-1-138-83246-6

Verlag: Taylor & Francis

Erscheinungstermin: 07.10.2015

Sprache(n): Englisch

Auflage: 1. Auflage 2015

Serie: Routledge Library Editions:

Consumer Behaviour

Produktform: Kartoniert

Gewicht: 240 g

Seiten: 202

Format (B x H): 140 x 216 mm

