



Handbook of Consumer Behavior

Thomas S. Robertson, Harold H. Kassirjian

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Exploring the field of consumer behaviour research, this book provides a current account of known trends and points the way to future research. Focusing on theoretical approaches underlying consumer behaviour, the editors include the application of behavioural concepts to the study of consumer information processing, decision making, attitude change, affect, and the effects of mass communications upon consumers. Over 30 well-known experts to the field contribute their latest psychological and sociological research findings.

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