

Journal Consumer Decision Making

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Journal Consumer Decision Making

The consumer decision-making process. Paul A. Pellémans. Paul A. Pellémans (Universities of Louvain and Namur, France) European Journal of Marketing. ISSN: 0309-0566. Publication date: 1 February 1971.

The consumer decision-making process | Emerald Insight

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Journal Consumer Decision Making

The Journal of Consumer Affairs (JCA), founded in 1967 by the American Council on Consumer Interests, is the premier journal devoted to peer-reviewed, multidisciplinary research on the interests of consumers in the marketplace. JCA publishes high quality research on consumer behavior, consumer and household decision making, and the implications of private business practices and government policies for consumers' wellbeing.

Journal of Consumer Affairs - Wiley Online Library

The decision-making perspective holds that buying behavior results from consumers' engaging in a problem-solving task in which they move through a series of stages. The experiential perspective argues that in certain instances consumers make purchases in order to create feelings, experiences, and emotions rather than to solve problems.

BEYOND CONSUMER DECISION MAKING | Emerald Insight

Consumer behaviour is the process consumers experience when they make purchases, and it involves factors that influence their decision. For many products and services, purchase decisions are the result of a long, detailed process that may include a broad information search, brands comparison, and evaluation.

Journal of International Business Research and Marketing ...

Consumer research on individual food decision making is helping us understand the current paradox of consumption: why today's consumers, despite higher levels of food and nutrition literacy than ever before, and a national obsession with calories, fat, and BMI, are struggling with overconsumption.

food decision making | Journal of Consumer Research ...

But while we are beginning to understand how consumers respond to cuteness in products (Nenkov and Scott 2014), we know little about how parenting motivation influences consumer decision-making. To address this gap in the literature, the current research investigates how parental roles and motivations might impact temporal decisions (Frederick ...

Parenting Motivation and Consumer Decision-Making ...

Now, as a brief overview, the five stages of the consumer buying or decision-making process were established by John Dewey in 1910. That whole process is still very much the same: Stage 1: You have a problem or a need. Stage 2: They want to do an information search.

5 Stages of the Consumer Decision-Making Process and How ...

The following is a list of the most cited articles based on citations published in the last three years, according to CrossRef.

Journal of Behavioral Decision Making - Wiley Online Library

Actually, the decision-making process is a more circular journey, with four primary phases representing potential battlegrounds where marketers can win or lose: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumers buy brands; and postpurchase, when consumers experience them (Exhibit 2).

The consumer decision journey | McKinsey

In this chapter, we draw on extant literature from consumer behavior, psychology, and related disciplines to provide a review of research findings on decision making by older consumers. First, we review literature that examines how normal aging impacts consumer decision making via changes in cognitive functioning and decision processing.

Aging and Consumer Decision Making - ScienceDirect

Satisficing heuristic: One considers the alternatives one at a time, in the order they occur or come to mind [12]. The... Lexicographic heuristic: The most important feature will be chosen first and the alternatives will be ranked... Eliminating by aspects heuristic: First, the consumer ...

The future of consumer decision making | European Journal ...

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process, which leads to the act of purchase. Consumer behavior is not only the study of what people consume but also here how often, and under what conditions.

FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOUR WITHIN THE ...

Most of the theories of consumer buying decision-making assume that the consumer's purchase decision process consists of several steps. However, it may vary from product to services but all the...

(PDF) Consumer buying decisions models: A descriptive study

consumer decision-making, such as culture, social class, reference groups, and situational determinants (Belch G. & Belch M., 2009). Culture is a one of the complex to study factor.

(PDF) Explaining the Consumer Decision-Making Process ...

The present research aims to examine the influence of consumer decision-making styles on the possibility to engage in online shopping of apparels. This study clarifies the relationship between each decision style category and online shopping consumption in Indian context with empirical evidence

to enrich the literature.

Impact of Consumer Decision-making Styles on Online ...

Consumer Decision Making Process Consumer decision making models in the literature have the following three stages in common: The pre-purchase, the purchase and the post-purchase stages (Murphy, 1998; Rayport and Jaworski, 2003).

Consumer Behavior towards Decision Making and Loyalty to ...

Abstract The development of online shopping services is stimulated by both retailers and consumers, and understanding the decision-making behaviours of consumers becomes one of the crucial issues for retailers. Decision-making process, which refers to brand choice and price sensitivity, is unique in online purchase.

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