

Consumer behavior: a new development of consumer search behavior typology

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Abstrak

Classifying target markets into groups of consumers assists marketers to clearly identify and satisfy the needs and wants of each group. Parallel with this argument, this paper examines a new way of segmenting consumer market from the behavior of consumer. Three types of consumer (passive, rational-active, and relational-dependent) have been tested empirically based on theoretical background. Discussion and conclusion derived from this study are presented.