

Perspectives on Consumer Behaviour: Theoretical Aspects and Practical Applications

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Abstrak

This book explores key factors associated with consumer behaviour, from both a theoretical and practical perspective. It particularly focuses on the consumer in the 21st century – educated and conscious, but also impatient, disloyal and capricious. The book is divided into three main parts: the first part discusses the theoretical and legal aspects of consumers' behaviour, analysing the government's role in regulating consumer behaviour and the role of the European Union. The second part then examines organisational strategies, such as omni-channel retailing and branding products. And lastly, the third part describes consumer behaviours in the context of individual products and services, from coffee to energy.