



A Study of Consumer Behaviour Towards Durables in Chandigarh

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Consumer Behaviour | "Consumer Behaviour towards durables in Chandigarh" studies how people buy durable goods, what they buy, when they buy, why they buy and where do they prefer to buy. The study provides useful insights to marketers and manufacturers in developing strategies for product development, pricing, positioning, promoting, distributing and creating brand loyalty among consumers. The study also displays application of wide range of tools and models for academic use. The study develops a deeper understanding towards the topic of consumer behaviour by applying and summarizing various models of consumer behaviour such as Economic model, learning model, psycho-analytical model and sociological model. Televisions were selected as durable for the study. The study mainly analyses, T.V. sets owned by the respondents, factors motivating them to purchase T.V. sets, role of various factors in purchase decisions, brand selection, store selection, influence of family members etc. Study was conducted at Chandigarh - The city Beautiful which is located at North western part of India and is a dynamic, cosmopolitan and ever expanding market of consumer durables. | Format: Paperback | Language/Sprache: english | 156 pp.



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