

The Why Of Consumption

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What is the nature of motives, goals, and desires that prompt consumption behaviours? Why do consumers buy and consume particular products, brands and services from the multitude of alternatives afforded by their environments? How do consumers think and feel about their cravings? This book provides provocative answers to all of these questions. It brings together an international collection of authors from a variety of disciplines; they offer new and critical perspectives summarize key findings and provide important theoretical frameworks to guide the reader through the subject. The book is unique in its focus and its multifaceted approach. Anyone interested in consumption and consumer behaviour and research will find fascinating and important insights to illuminate the subject. Formerly only available in Hardback. Publisher: Routledge Illustration: N Language: ENG Title: The Why of Consumption Pages: 00000 (Encrypted PDF) On Sale: 2003-04-17 SKU-13/ISBN: 9780415316170 Category: Business & Economics : Economics - General

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