



Consumers' Purchase Intentions and Their Behavior (Foundations and Trends(r) in Marketing)

By Vicki Morwitz

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Consumers' Purchase Intentions and Their Behavior reviews the relevant literature on purchase intentions in marketing, and more generally on the intentions-behavior relationship in social psychology, since purchase intentions are a particular form of the more general construct of intentions. Starting with the importance of purchase intentions to marketing managers, the author then focuses on reviewing the literature that provides an understanding of how strong is the relationship between purchase intentions and purchasing, what factors influence the strength of the relationship between purchase intentions and purchasing, and how a marketing manager should best use purchase intentions to forecast future sales.

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Consumers' Purchase Intentions and Their Behavior (Foundations and Trends(r) in Marketing) By Vicki Morwitz Bibliography

- Rank: #6661565 in Books
- Published on: 2014-12-01
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .13" w x 6.14" l, .22 pounds
- Binding: Paperback
- 62 pages

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