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Decision Making

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## **Journal Consumer Decision Making**

The consumer decision-making process.  
Paul A. Pellémans. Paul A. Pellémans

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(Universities of Louvain and Namur, France) European Journal of Marketing. ISSN: 0309-0566. Publication date: 1 February 1971.

## **The consumer decision-making process | Emerald Insight**

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The Journal of Consumer Affairs (JCA), founded in 1967 by the American Council on Consumer Interests, is the premier journal devoted to peer-reviewed, multidisciplinary research on the interests of consumers in the marketplace. JCA publishes high quality research on consumer behavior, consumer and household decision

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making, and the implications of private business practices and government policies for consumers' wellbeing.

### **Journal of Consumer Affairs - Wiley Online Library**

The decision-making perspective holds that buying behavior results from consumers' engaging in a



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problem-solving task in which they move through a series of stages. The experiential perspective argues that in certain instances consumers make purchases in order to create feelings, experiences, and emotions rather than to solve problems.

## **BEYOND CONSUMER DECISION**

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## **MAKING | Emerald Insight**

Consumer behaviour is the process consumers experience when they make purchases, and it involves factors that influence their decision. For many products and services, purchase decisions are the result of a long, detailed process that may include a broad information search, brands

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comparison, and evaluation.

## **Journal of International Business Research and Marketing ...**

Consumer research on individual food decision making is helping us understand the current paradox of consumption: why today's consumers, despite higher levels of food and

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nutrition literacy than ever before, and a national obsession with calories, fat, and BMI, are struggling with overconsumption.

### **food decision making | Journal of Consumer Research ...**

But while we are beginning to understand how consumers respond to

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cuteness in products (Nenkov and Scott 2014), we know little about how parenting motivation influences consumer decision-making. To address this gap in the literature, the current research investigates how parental roles and motivations might impact temporal decisions ( Frederick ...

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## **Parenting Motivation and Consumer Decision-Making ...**

Now, as a brief overview, the five stages of the consumer buying or decision-making process were established by John Dewey in 1910. That whole process is still very much the same: Stage 1: You have a problem or a need. Stage 2: They want to do an information search.

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## **5 Stages of the Consumer Decision-Making Process and How ...**

The following is a list of the most cited articles based on citations published in the last three years, according to CrossRef.

## **Journal of Behavioral Decision**

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## **Making - Wiley Online Library**

Actually, the decision-making process is a more circular journey, with four primary phases representing potential battlegrounds where marketers can win or lose: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumers buy brands; and



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postpurchase, when consumers experience them (Exhibit 2).

## **The consumer decision journey | McKinsey**

In this chapter, we draw on extant literature from consumer behavior, psychology, and related disciplines to provide a review of research findings on

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decision making by older consumers. First, we review literature that examines how normal aging impacts consumer decision making via changes in cognitive functioning and decision processing.

### **Aging and Consumer Decision Making - ScienceDirect**

Satisficing heuristic: One considers the

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alternatives one at a time, in the order they occur or come to mind [ 12 ]. The...  
Lexicographic heuristic: The most important feature will be chosen first and the alternatives will be ranked...  
Eliminating by aspects heuristic: First, the consumer ...

## **The future of consumer decision**

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## **making | European Journal ...**

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process, which leads to the act of purchase. Consumer behavior is not only the study of what people consume but also here how often, and under what

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conditions.

## **FACTORS INFLUENCING CONSUMERS BUYING BEHAVIOUR WITHIN THE ...**

Most of the theories of consumer buying decision-making assume that the consumer's purchase decision process consists of several steps. However, it may vary from product to services but

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all the...

## **(PDF) Consumer buying decisions models: A descriptive study**

consumer decision-making, such as culture, social class, reference groups, and situational determinants (Belch G. & Belch M., 2009). Culture is a one of the complex to study factor.

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## **(PDF) Explaining the Consumer Decision-Making Process ...**

The present research aims to examine the influence of consumer decision-making styles on the possibility to engage in online shopping of apparels. This study clarifies the relationship between each decision style category

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and online shopping consumption in Indian context with empirical evidence to enrich the literature.

## **Impact of Consumer Decision-making Styles on Online ...**

Consumer Decision Making Process  
Consumer decision making models in the literature have the following three



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stages in common: The pre-purchase, the purchase and the post-purchase stages (Murphy, 1998; Rayport and Jaworski, 2003).

## **Consumer Behavior towards Decision Making and Loyalty to ...**

Abstract The development of online shopping services is stimulated by both

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retailers and consumers, and understanding the decision-making behaviours of consumers becomes one of the crucial issues for retailers.

Decision-making process, which refers to brand choice and price sensitivity, is unique in online purchase.

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