

Mkt730 consumer's behavior final term paper March 2015

1. How wealth power prestige measures status
2. Is it acceptable ethically to play or not to play specific commercial during children program?
3. Why new products get instant success while other product need struggle to be accepted by consumer?
4. MR ALI want to buy a product which 4 characteristics of product he will consider?
5. DSLV camera firstly introduced in the market what product innovation was used by the company?
6. How family help in developing consumer socialization in children?
7. beauty stylist offer her female customer 20% discount on makeover if she bring one of her friend next time to her. What kind of promotion strategy she is using?

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