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Consumer Profiles (RLE Consumer Behaviour): An Introduction to Psychographics (Routledge Library Editions: Consumer Behaviour)

Barrie Gunter, Adrian Furnham

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Psychographics have been developed in the field of market research as a way to relate consumer behaviour to market choice. This book, originally published in 1992, introduces the essential elements of psychographics. It shows how researchers go about defining consumer profiles and designing successful research programmes. It looks at the way they are applied in various consumer groups and uses case study material to focus on some specific products from cameras to pet food.

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