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New Century Publications, New Delhi, 2000. Hardcover. Book Condition: New. First. 14 cms. 199pp. Business is marketing and successful marketing requires an understanding of consumer behaviour. Consumer involvement is a key variable affecting the decision making process for a product. Knowledge of the nature and types of consumer involvement is a prerequisite for gaining insight into consumer behaviour. The present study operationalises the concept in the context of select products. It holds various strategic and managerial implications for marketers and researchers, primarily in the area of communications and market segmentation.



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