



Buyer Behaviour

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This book has covered the latest and insightful topics in buyer behaviour. The author has explored the psychology behind why certain ideas, products, and behaviours become successful while others don't. The author has researched a lot into various buyer behaviour models and theories, and she has uncovered key factors that click from buyer's perspective. The digital buyer is influenced by social media; until his social influence and emotions are triggered, he will not buy the product.

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Buyer Behaviour Question Bank

About the Author

Dr. Vidya Hattangadi is a prolific writer. She is known for her scholarly writings in management studies. Her blog www.drvidyahattangadi.com is a testament to her academic passion. She is a successful PhD. guide to over 20 PhDs in management studies.