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THE IMPLICATIONS OF CONSUMER BEHAVIOR FOR MARKETING A CASE STUDY OF SOCIAL CLASS AT SAINSBURY



Anchor Academic Publishing Jun 2014, 2014. Taschenbuch Book Condition: Neu. 220x155x4 mm. Neuware - This particular research is aimed at finding the marketing implication of influence of social class on consumer behavior for Sainsbury. Social classes differ in respect of behaviors, attitudes, and preferences. To investigate the consumer behavior and social class relationship, triangulation methodology has been adopted. A sample of 75 consumers of Sainsbury has been selected through convenience sampling. A questionnaire has been designed to collect data from...

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- Authored by Alex Cole
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