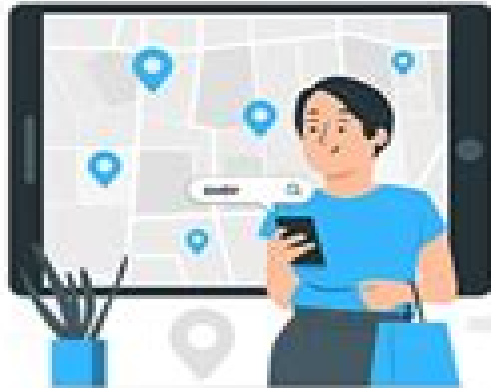


# Factors influencing Consumer Behaviour



Situational factors



Personal factors



Social factors



Psychological factors

# Handbook Of Research On Managing And Influencing Consumer Behavior

**Pedeliento, Giuseppe**



## **Handbook Of Research On Managing And Influencing Consumer Behavior:**

**Handbook of Research on Managing and Influencing Consumer Behavior** Kaufmann, Hans-Ruediger, 2014-10-31

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