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Factors Affecting Buying Behavior of Consumers in Unauthorized Colonies 787 4. Findings In order to understand the effect of factors on the buying behavior, twenty one such

**Factors Affecting Buying Behavior of Consumers in**

The Journal of International Management Studies, Volume 4, Number 1, February, 2009 137 competitors. Brand loyalty is consumer attitudes on a brand preference from previous use and shopping experience of a

**The Impact of Brand Awareness on Consumer Purchase**

Mobile communication has made an impact towards interaction between people while conducting business either locally or internationally. The expansion of mobile communication technology e.g. wireless internet, mobile phone and Global Positioning System (GPS) are constantly evolving and upgrading as a result of consumersâ€™™ changing needs and ...

**Factors Influencing Purchasing Intention of Smartphone**

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Introduction. The phenomenon of globalization has changed the way people think, behave and do business. Therefore, to achieve successful outcomes in their marketing strategies, marketers should carefully analyze the intrinsic reasons that motivate consumers to respond positively to these marketing stimuli, and how they make choices.

**How does national culture impact on consumers decision**

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities.

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