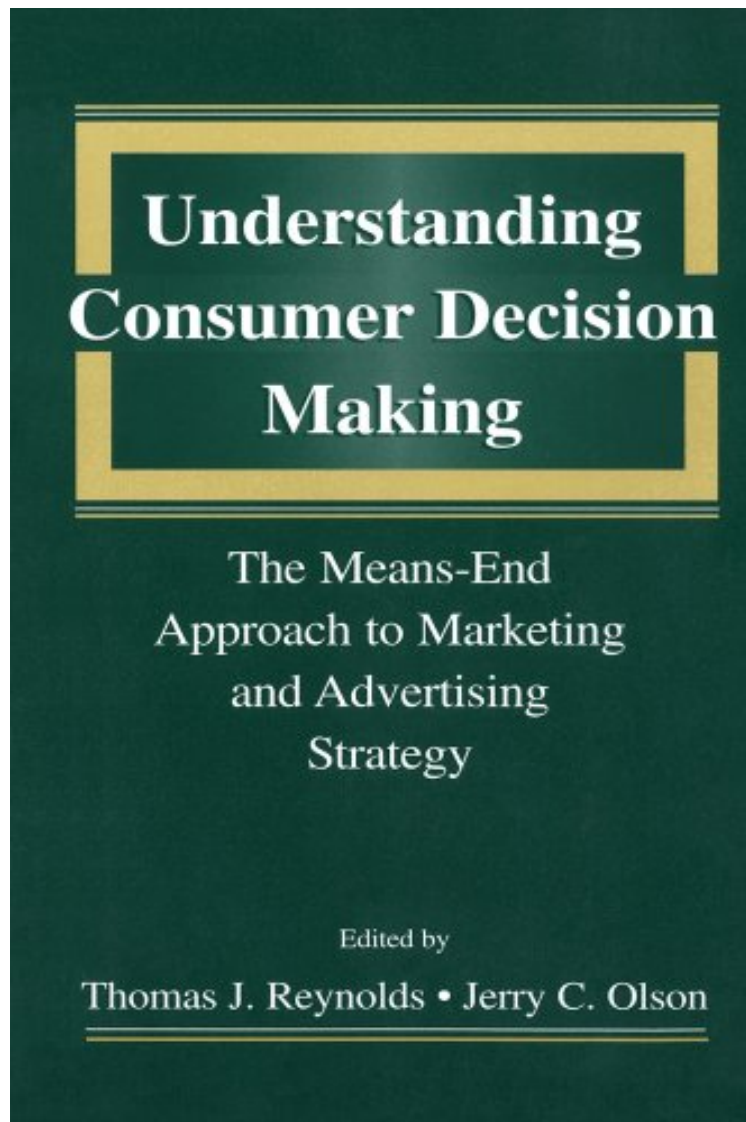


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Understanding Consumer Decision Making: The Means-end Approach To Marketing and Advertising Strategy

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From Psychology Press : Understanding Consumer Decision Making: The Means-end Approach To Marketing and Advertising Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Consumer Decision Making: The Means-end Approach To Marketing and Advertising Strategy:

0 of 0 people found the following review helpful. If you really want to go deep into means-end chainsBy Jacqueline H.

Beckley Very dense and valuable for people who really want to dig into the subject of means-end chain. 1 of 1 people found the following review helpful. An excellent approach for understanding consumers

By Vilsan Corneliu The book deals with a relatively little publicised method for understanding consumer decision making, called means-end approach. The main idea is that consumers make decisions to solve problems or to obtain desired consequences, which are relevant because of their perceived relation with the goals or values that are salient in the decision context. This approach has some similitudes with the utility function in macroeconomics. The approach has 5 steps: 4 framing issues which define the context of a defined decision and determining the reasons of relevance: 1. Identify the choice set of alternatives- the triad (Brand A, B, C) 2. Eliciting Choice Criteria (A preferred to B preferred to C) 3. Identifying Equities (basis for brand equity) 4. Identifying Disequities 5. Understanding Personal Relevance 6. Grounding in context (not linked to particular brands)

The book also introduces a personal interviewing procedure called laddering. Considering the applications in defining marketing strategy for a brand, I highly recommend this book to all marketing professionals who, like myself, will find this book illuminating

0 of 0 people found the following review helpful. Great Resource

By Hiran J This book discusses the Means-End approach in great detail. It includes examples which is very useful for anyone who is not familiar with the subject. I must also state that, this book is the only one available freely if you intend to study this particular topic. (I searched the whole web during my MBA studies and found this only.) You should also go through online journal databases to find out about various researches done based on the topic.

The goal of this book is to help business managers and academic researchers understand the means-end perspective and the methods by which it is used, and to demonstrate how to use the means-end approach to develop better marketing and advertising strategy. The authors discuss methodological issues regarding interviewing and coding, present applications of the means-end approach to marketing and advertising problems, and describe the conceptual foundations of the means-end approach. This book is of interest to academic researchers in marketing and related fields, graduate students in business, marketing research professionals, and business managers. It is intended as a reference book containing ideas about the means-end approach and its applications.