

MKT731

Consumer Behavior paper
Final Term 2013 for MSBA

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1. Spokesperson credibility on message
2. Diffusion process of electronic dish washer
3. freedom of decision making to youngsters in Pakistan for buying of products of their own choice
4. impact of smell of food/shop on purchase behavior
5. Why advertisers use only music and images for ads
6. how to change negative attitude of people of rural areas about polio vaccination
7. why new generation is not that much socially movable as compared to the forefathers
8. why cellular phones are more popular than pager (wireless device)
9. culture
10. impact of internet on consumer behavior
11. attribution theory