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Factors Affecting Green Purchase Behaviour and Future

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A trust-based consumer decision-making model in electronic

An investigation of consumer behaviour in mobile phone markets in Finland Submission to 32 nd EMAC conference, Track: New Technologies and E-Marketing Jukka Pakola, M.Sc., Assistant in Economics, jukka.pakola@oulu.fi

An investigation of consumer behaviour in mobile phone

The theory of consumer and choice is the branch of microeconomics that relates preferences to consumption expenditures and to consumer demand curves. It analyzes how consumers maximize the desirability of their consumption as measured by their preferences subject to limitations on their expenditures, by maximizing utility subject to a consumer budget constraint.

Consumer choice - Wikipedia

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Management - Wikipedia

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