

La Conducta del Consumidor y Su Reaccion Ante La Promocion



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Reviews

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(Tanner Willms PhD)

LA CONDUCTA DEL CONSUMIDOR Y SU REACCION ANTE LA PROMOCION



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Ewe Editorial Acad MIA Espa Ola. Paperback. Condition: New. 68 pages. Dimensions: 8.7in. x 5.9in. x 0.2in.En esta investigacin se realiz un estudio comparativo de la influencia de la promocin tanto en Puerto Rico como en Estados Unidos. Mediante este estudio se pretende analizar qu aspectos influyen en el comportamiento del consumidor. El mismo, propone determinar las diferencias existentes entre los consumidores puertorriqueos y estadounidenses. La investigacin se bas exclusivamente en recoleccin de datos secundarios. La poblacin en esta investigacin consisti en estudios previamente realizados por profesionales, en los mercados de Puerto Rico y Estados Unidos. Los hallazgos reflejaron, que las diferencias culturales influyen en los mensajes publicitarios y hbitos de compra de cada pas investigado. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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