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CONSUMER BEHAVIOUR AND THE DECISION-MAKING PROCESS OF THE LOHAS TARGET GROUP IN THE AUTOMOTIVE INDUSTRY



GRIN Verlag Okt 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Master's Thesis from the year 2015 in the subject Psychology - Work, Business, Organisational and Economic Psychology, grade: 1,7, Edinburgh Napier University, course: Business Psychology, language: English, comment: Master's dessertation for Double Degree in Germany (M.A. Psychology & Management) and Scotland (M.Sc. Management & Marketing). Focus groups were conducted in German and translated in English , abstract: The world is facing several environmental problems that are getting visible especially in...

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