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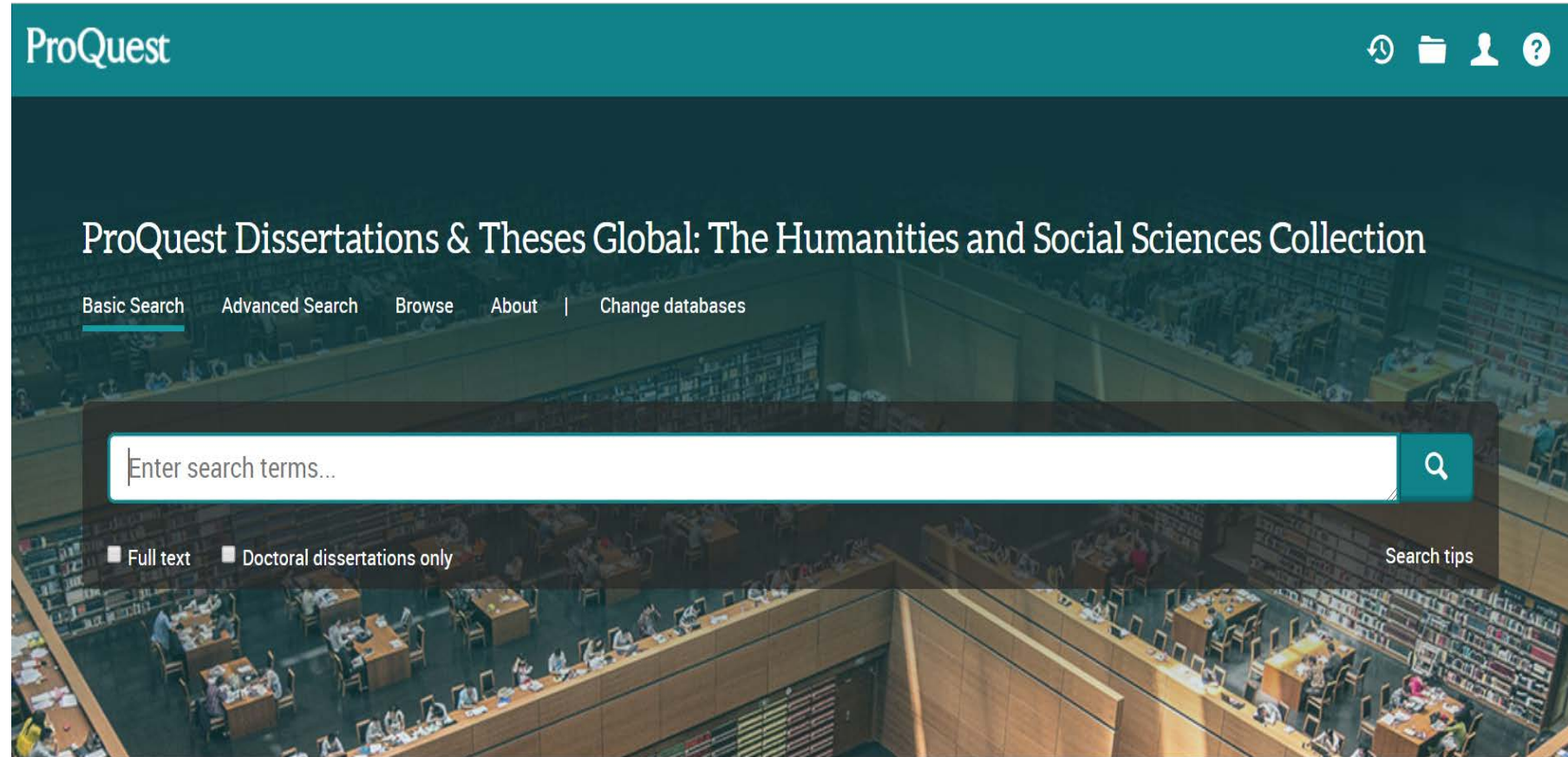
The screenshot displays a list of subscribed ProQuest databases. At the top left, there is a checkbox labeled "Select all" which is checked. At the top right, there is a button labeled "Full Text Included" with a document icon. The list contains six database entries, each with a checked checkbox, a title, a description, subject areas, and a "View title list" link. A document icon is visible on the right side of each entry.

Database Name	Description	Subject Area(s)
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Home Page

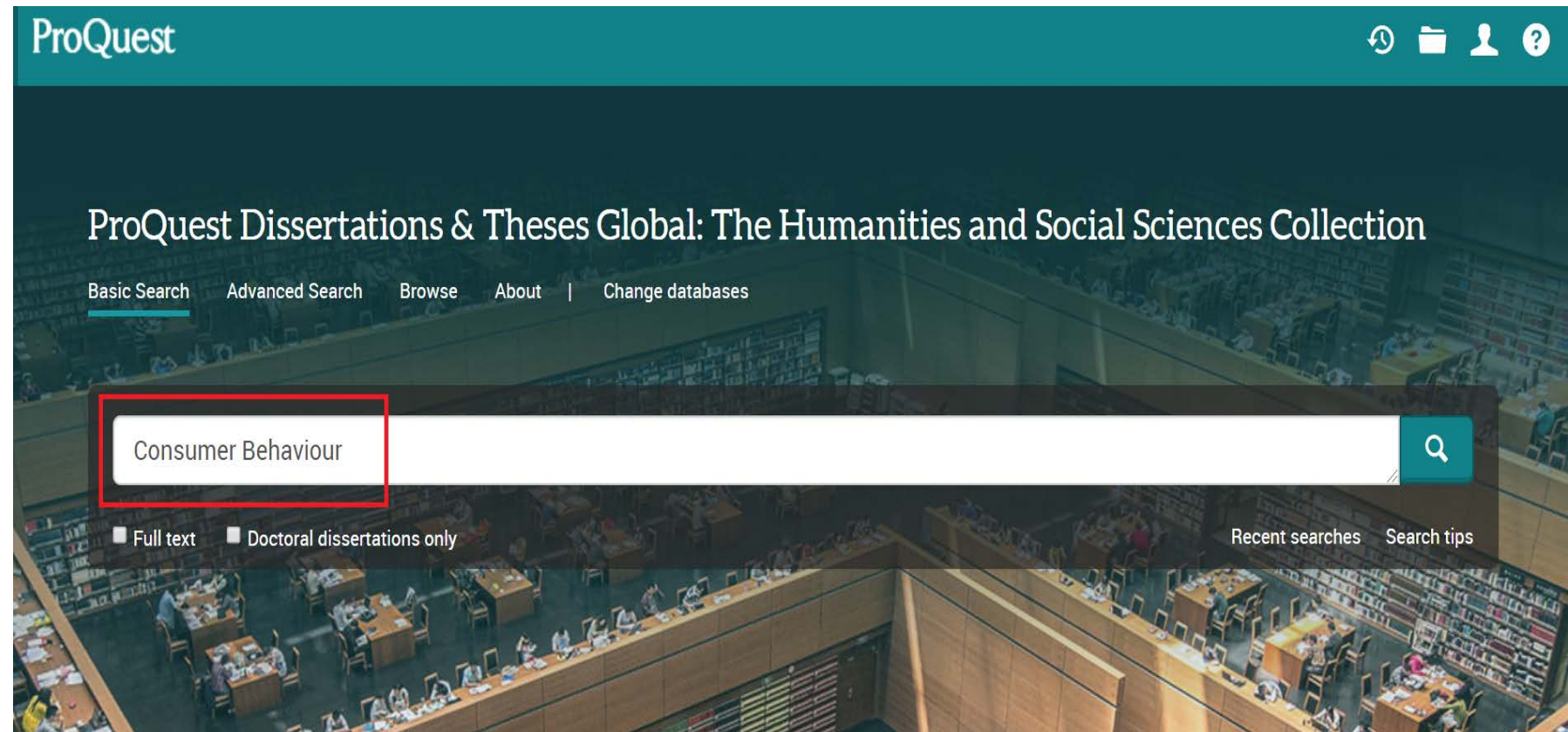


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- You will land on the home page of “ProQuest Dissertations & Theses Global: The Humanities and Social Sciences Collection” from where you can start to search



Start to Search



The screenshot shows the ProQuest website interface. At the top left is the ProQuest logo. On the right side of the teal header are icons for a clock, a folder, a user profile, and a question mark. Below the header, the main title reads "ProQuest Dissertations & Theses Global: The Humanities and Social Sciences Collection". A navigation menu includes "Basic Search" (underlined), "Advanced Search", "Browse", "About", and "Change databases". A large search bar is centered, containing the text "Consumer Behaviour" which is highlighted with a red rectangular box. To the right of the search bar is a teal search button with a white magnifying glass icon. Below the search bar, there are two checkboxes: "Full text" (checked) and "Doctoral dissertations only" (unchecked). On the right side of the search bar area, there are links for "Recent searches" and "Search tips". The background of the page is a blurred image of a library or study hall.

- Now, start to search the database by entering any keywords in the search box and then click the search button

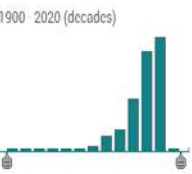


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- Study on the relationship between adolescent consumer behavior and consumer space
Ding, Yi Sun Yat-Sen University (People's Republic of China), ProQuest Dissertations Publishing, 2011. 10576077.
...consumer behavior is to understand the trend of lifestyle and social development...
...subject under study and master the law of consumer needs and behavior, the study...
of consumer behavior, consumer research and consumer behavior in space, the use...

Abstract/Details Preview
- Consumer behaviors and consumer education needs of high school girls
Pitre, Lindy Lamar University - Beaumont, ProQuest Dissertations Publishing, 2006. 1446354.
...consumer behaviors and factors influencing those behaviors. The Caucasian...
...advertisements. Students who had taken consumer education classes were more...
...consumer education classes would help with money management. The study...

Abstract/Details Preview - PDF (202 KB) Full text - PDF (1 MB) Order a copy Preview
- CONSUMER BEHAVIOR AND CONSUMER ATTITUDES OF THE ELDERLY. A DESCRIPTIVE PROFILE AND PROGRAM IMPLICATIONS.
MILLER, NANCY PEARL HUGER, The University of Wisconsin - Madison, ProQuest Dissertations Publishing, 1970. 7916571.
Details Order a copy Preview
- Values, consumer attitudes and behaviour: An application of Schwartz's value theory to the analysis of consumer behaviour and attitudes in two national samples
Puohiniemi, Martti Aleksander, Helsingin Yliopisto (Finland), ProQuest Dissertations Publishing, 1995. C484204.
...consumer attitudes and behaviour. Schwartz's (1992) theory of values was used...
...and the VCI were used as independent variables in the analyses of consumer...
...brand choice of consumer durables in the 1994 sample. First, the structure of...

Preview

- You will land on the result page, where you have access to several more tools to refine the search, display the results, download them, etc.
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Result Page

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- You can narrow down your search by using multiple filter options such as Subject, Publication Date, University/Institution Names and Locations, Language etc., as found on the left-hand side of the results page

Sorted by Relevance

Limit to

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- Peer reviewed

Publication date ^

1900 - 2020 (decades)

Enter a date range Update

Subject ∨

Index term (keyword) ∨

University/institution ∨

University/institution location ∨

Language ∨



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Relationship marketing and consumer behavior in fast-moving consumer goods

Castro, João Manuel Pinto e.

Universidade do Algarve (Portugal), ProQuest Dissertations Publishing, 2006. 10598142.

Full text - PDF

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Abstract/Details

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[Who Is Your Satisfied Customer?](#)
The Journal of Consumer Marketing;
Santa Barbara Vol. 6, Iss. 1, (Winter
1989): 53.

[The use of category management
practices to obtain a sustainable](#)

The debate on this subject revealed three different kinds of situations (Kumar & Reinartz, 2005):

- a) First, it is somewhat surprising to notice that many companies implementing relationship marketing programs do not care, or do not know how, to monitor properly its results, thus inhibiting an objective and rigorous evaluation of the

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Consumer Behaviour	in	Anywhere except full text – NOFT
AND		University/institution location – ULO
India	in	

[Look up University/institution locations](#)

+ Add a row

Limit to: Full text

Publication date: Last 10 years

- For a more precise search, you can use Advanced Search to select more refined criteria with the help of search fields, Boolean operators and other available options



Advanced Search Result

noft(Consumer Behaviour) AND ulo(India)

Doctoral dissertations only
 Additional limits - Date: Last 10 years

19 results Modify search Recent searches Save search/alert

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Select 1-19 0 Selected items Cite Email Print Save

1 **Influence of Print Media on Consumer Behavior while Buying Consumer Durables – A Study of Gujarat State**
Khan, Mukaram T.Sardar Patel University (India), ProQuest Dissertations Publishing, 2015. 10099109.
[Details](#) [Preview - PDF \(786 KB\)](#) [Full text - PDF \(21 MB\)](#) [Order a copy](#) [References \(148\)](#) [Preview](#)

2 **Packaging and Pro-Environmental Consumer Behaviour: Investigating Purchase Intentions, Attitude Preference**
Acharya, Nidhi.
MICA (Mudra Institute of Communications, Ahmedabad) (India), ProQuest Dissertations Publishing, 2012. 1528453.
...behaviour and examine whether Indian consumers show an intent to purchase green...
...is effective in leading to green purchase behaviour and outer environment...

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