

Consumer Buying Behaviour in the Recession: Global Online Survey

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Abstracts

In the midst of the global downturn, with consumers facing job losses and rising prices, which purchasing criteria are they prioritising and how have their shopping habits changed? This new global report analyses the results of Euromonitor's 2011 Annual Study of global consumers, which probes the motivations, perceptions and habits of around 16,000 respondents in the US, UK, France, Germany, Japan, China, Brazil and India; and examines the implications of these findings for marketers.

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