



ẤN PHẨM THÔNG TIN THƯ MỤC THEO CHUYÊN NGÀNH
Hành vi người tiêu dùng. Chuyên ngành Quản trị kinh doanh (Trường Kinh tế)

Ấn phẩm bao gồm link các tài liệu điện tử theo từ khóa: Hành vi người tiêu dùng = Consumer behavior

STT	Tên tài liệu	Nguồn CSDL	Loại tài liệu	Ghi chú
1	Interplay between minimalism, moral identity, and ethically minded c	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
2	Green marketing strategies for sustainable food and consumer behavi	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
3	What drives consumers' intention towards fairness-oriented products	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
4	Influence of perceived risk on consumers' intention and behavior in c	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
5	Consumer behavior in circular business models: Unveiling conservat	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
6	Electrical and electronic equipment repair in a circular economy: Inv	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
7	Mind your food manners: Investigating consumers' wasteful behavior	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
8	More than 50 years of consumer behavior research: What will the fut	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
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10	Counterfeit conundrum: Insights into bottom of the pyramid consum	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
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13	The impact of content characteristics of Short-Form video ads on cor	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
14	Fostering sustainable consumer behaviour: Unravelling the determin	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
15	Understanding plastic pollution at a remote tropical island (Príncipe I	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến
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20	Behavioural insights to reach European Union consumer food waste	Science Direct	Research article	Tải toàn văn/Đọc trực tuyến

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