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CONSUMER DECISION MAKING STYLE: AN ASSESSMENT OF RESEARCH

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ABSTRACT

The consumer behaviour is one of the highly researched areas in marketing and still it's one of the most important and needed area to be researched. Keeping in mind the difference in individual choices and decisions, the present study will review the previous literature and identify the decision making styles highlighted in the related studies. This paper will bring together the review 25 empirical articles and highlight the decision making style found in their respective area of studies. The result of this study will provide significant contribution to the literature discussing decision making style in more detail.

Keywords: Marketing, Decision, Decision Making Style, Consumer