

How the consumer need for cognition affects the relationship between attitude towards the website and attitude towards the brand



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ABSTRACT

This project discusses the effect of cognition in the buying behavior of the consumers and their attitude towards the web site and the brand. This also discusses that how cognition comes into play when deciding or considering about a brand.

A survey was done in Rawalpindi and Islamabad among 150 undergraduate people and the questionnaires were randomly distributed and then the results were analyzed to see the buying behavior of the people towards a website and the brands which showed that people run away from complex situations and look for easy solutions for their needs. All questions were analyzed and discussed independently. After analyzing the findings of the research we have also discussed them and given our conclusion and recommendations.

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