

Introduction to Consumer Behaviour

University Prescribed Syllabus

Meaning of Consumer Behaviour, Features and Importance, Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour, Profiling the consumer and understanding their needs, Consumer Involvement, Application of Consumer Behaviour knowledge in Marketing, Consumer Decision Making Process and Determinants of Buyer, Behaviour, factors affecting each stage, and Need recognition.

Syllabus Topic : Meaning of Consumer Behaviour

1.1 Consumer Behaviour

Introduction and Meaning

- On a broader perspective consumer behaviour a blend of two interrelated disciplines i.e. Marketing and Psychology.
- However it also blends elements from other disciplines such as sociology, social anthropology, marketing and economics.
- It examines how emotions, attitudes and preferences affect buying behaviour.
- The study of consumer behaviour is concerned with all aspects of purchasing behaviour i.e. right from pre-purchase behaviour to post-purchase consumption and evaluation behaviour.
- It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders.
- The purpose to study consumer behaviour study is to understand human actions and reactions (consumer behaviour) in the best possible manner.

Consumer Behaviour Notes For Bba

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Consumer Behaviour Notes For Bba Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the power of words has become much more evident than ever. They have the capability to inspire, provoke, and ignite change. Such could be the essence of the book **Consumer Behaviour Notes For Bba**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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