

## Consumer Behaviour Notes For Bba

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Consumer behaviour – Meaning, Nature, Scope, Elements, Importance. Consumer behaviour

can be defined as the decision making process and physical activity involved acquiring,

evaluating, using and disposing of goods and services. Consumer behaviour refers to the

behaviour that consumer display in searching, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

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Consumer Behaviour Models – Economic Model According to Economic model of consumer

behaviour, consumers try to maximize the utility from products on the basis of law of

diminishing marginal utility. The desire of consumers to obtain maximum gains by spending a minimum amount acts as the core for the derivation of this model.

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Consumer Behaviour Notes For Bba Consumer Behavior Consumer Behaviour Notes

Whenever consumer behaviour occurs in the context of a multi-person household, several different tasks or roles as mentioned in the table below may be performed in acquiring and consuming a product or service Table 1 1: Selected

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Lifestyle segmentation of consumers, also termed as Psychographics is one of the crucial factor that affects Consumer Behaviour. Lifestyle segmentation is carried out by marketers on the basis of different customer opinions, activities and interests, which are mostly ascertained through market research.

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Consumer behaviour is a complex, dynamic multidimensional process, and all marketing decisions are based on assumptions about Consumer behaviour. Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective.

SYLLABUS Class: - B.B.A. VI Semester Subject: - Consumer ...

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occurs when sensory receptors receive stimuli and categories them and assign certain meanings to them, depending on the person ' s frame of reference.

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CB/U1 Topic 1 Consumer Behavior: Introduction, Applications in Marketing. thestreak 16 Dec

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2018. 1 Comment. Consumer behavior covers a broad variety of consumers based on diversity in age, sex, culture, taste, preference, educational level, income level, etc. Consumer behavior can be defined as “ the decision process and physical activity engaged in evaluating, acquiring, using or disposing of goods and services. ” .

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Individual Determinants of Consumer behavior- Perception, Meaning of perception- the perceptual process- Factor responsible for perceptual Distortion, Learning -what is Learning?-components or elements of learning process.

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Consumer Behaviour Notes Whenever consumer behaviour occurs in the context of a multi-person household, several different tasks or roles as mentioned in the table below may be performed in acquiring and consuming a product or service . Table 1 .1: Selected Consumer Behaviour Roles Role Description

Consumer Behavior

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What a consumer eats, wears, and believes are all learned and influenced by the culture they live in, their family, childhood and social environment. All of these are external factors that affect purchases. Examples include: Religious, Political, Family, Friends, Co-workers, Clubs and Associations.

External Determinants of Consumer Behavior – theintactone.com

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