

# Consumer Behaviour



**Brand:** Mehta Solutions

**Product Code:** utu-18

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**Uttarakhand Technical University Consumer Behaviour**

## Description

**Consumer Behaviour SOLVED PAPERS AND GUESS**

**Product Details: Uttarakhand Technical University Consumer Behaviour**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## ABOUT THE BOOK

### FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other Uttarakhand Technical University book solutions now mehta solutions brings top solutions for **Uttarakhand Technical University Consumer Behaviour book** contains previous year solved papers plus faculty important questions and answers specially for Uttarakhand Technical University .questions and answers are specially design specially for Uttarakhand Technical University students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

### FULLY SOLVED BOOK LAST 5 YEARS PAPERS SOLVED PLUS GUESS

**Consumer Behaviour Unit-IIntroduction**Defining Consumer Behaviour; Reasons for Studying Behaviour, Applying Consumer Behaviour Knowledge; Scope of Consumer Behaviour; Market Segmentation; Bases of Segmentation, Criteria for Effective Targeting of Market Segments. **Unit-IIConsumer as an Individual**Consumer Motivation; Consumer Involvement, Personality and Self-concept; Perception, Consumer Learning and Memory, Attitudes and Changing Attitudes, Information

Processing. **Unit-III Consumer in Social and Cultural Settings** Reference Groups and Family Influences; Social Class, Cultural; Sub-cultural and Cross-cultural Influences on Consumer Behaviour; Personal Influences and Diffusion of Innovation; Impact of Media and Globalisation. **Unit-IV Consumer Decision Process** Problem Recognition; Search and Evaluating; Purchasing Processes; Post-purchase Behaviour; Consumer Behaviour Models; Consumerism; Organisational Buying Behaviour. **Unit-V Consumer Satisfaction** Measurement of Consumer Satisfaction and Dissatisfaction, Repeat Buying, Brand Switching and Loyalty, Opinion Leadership, Complaining Behaviour.

## **Details**

- 1. Books by courier**
- 2. Delivery in 5-7 days**
- 3. Courier india only**
- 4. Rating of product : largest selling**

## **Product Gallery**

