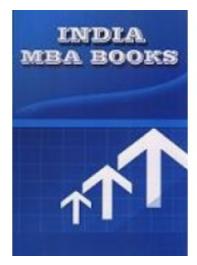
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Processing. Unit-IIIConsumer in Social and Cultural Settings Reference Groups and Family Influences; Social Class, Cultural; Sub-cultural and Cross-cultural Influences on Consumer Behaviour; Personal Influences and Diffusion of Innovation; Impact of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

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