

CONSUMER BEHAVIOUR



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Description

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Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webster and wind Consumer Behaviour Models – Implications of the models on marketing decisions.

UNIT III INTERNAL INFLUENCES 9

Psychological Influences on consumer behavior – motivation – perception – personality Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.

UNIT IV EXTERNAL INFLUENCES 9

Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior

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