

Consumer Behaviour



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Consumer Behaviour Unit-IIIntroductionDefining 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.

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