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Consumer behaviour - Meaning, Nature, Scope, Elements, Importance. Consumer behaviour can be defined as the decision making process and

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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.

**Consumer behaviour
Introduction Notes -**

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BBA|mantra

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

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ENVIRONMENT
DETERMINANTS OF
CONSUMER
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SATISFACTION &
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Consumer behaviour is

a complex, dynamic

multidimensional

process, and all

marketing decisions

are based on

assumptions about

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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.

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Consumer behavior marketing is so much more than creating a catchy phrase or a

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jingle people will sing
for days.

Understanding
consumer behavior is a
vital aspect of
marketing. Consumer
behavior is the study of
how people make
decisions about what
they buy, want, need,
or as regards a

Consumer Behaviour

The term CB is defined
as the behaviour that
consumers' display in
searching for,

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purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. CB focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items.

CONSUMER BEHAVIOR (05 MBA STUDY MATERIAL

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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
------	-------------

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Consumer Behavior

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Consumer Behaviour is

a Process Early stages

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of CB is referred to as
buying behaviour o

Reflects the emphasis
on the interaction

between consumers
and producers at the
time of purchase o

Ongoing process

Exchange: two or more
organizations or people
give and receive

something of value is
an integral part of
marketing

Lecture notes -

Consumer Behaviour

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Chapter 1-5 - Mktg

406 ..

12/6/2019 Perception-
Consumer Behaviour-
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Perception occurs
when sensory
receptors receive
stimuli and categories
them and assign
certain meanings to
them, depending on
the person's frame of
reference.

Perception-

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In this video Anita Rathore explains Consumer Behaviour & Utility Analysis
Consumer Behaviour

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