

# CONSUMER BEHAVIOUR



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## Short Description

**TELANGANA UNIVERSITY CONSUMER BEHAVIOUR**

## Description

**CONSUMER BEHAVIOUR SOLVED PAPERS AND GUESS**

**Product Details: TELANGANA UNIVERSITY CONSUMER BEHAVIOUR**

**Format: BOOK**

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

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

## **RATING OF BOOK: EXCELLENT**

### **ABOUT THE BOOK**

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## **UNIT-I**

Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-Making Processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models.

## **UNIT-II**

Environmental influences on Consumer Behaviour - Cultural influences - Social class-Reference groups and family influences - Opinion leadership and the diffusion of innovations-Marketing implications of the above influences.

## **UNIT-III**

Consumer buying behaviour - Marketing implications - Consumer perceptions-Learning and attitudes - Motivation and personality-Psychographics - Values and Lifestyles, Click-o-graphic.

## **UNIT-IV**

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

## **UNIT-V**

The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics

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