

- **What Is Consumer Behaviour?**

It is broadly the study of individuals, or organisations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.

- **Customers Versus Consumers?**

The term 'customer' is specific in terms of brand, company, or shop. It refers to person who customarily or regularly purchases particular brand, purchases particular company's product, or purchases from particular shop. Thus a person who shops at Bata Stores or who uses Raymonds clothing is a customer of these firms. Whereas the 'consumer' is a person who generally engages in the activities - search, select, use and dispose of products, services, experience, or ideas.

- **What Are Consumer Motives?**

Consumer has a motive for purchasing a particular product. Motive is a strong feeling, urge, instinct, desire or emotion that makes the buyer to make a decision to buy. Buying motives that are defined as 'those influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service. These motives are generally controlled by economic, social, psychological influences etc.

- **What Are The Motives Which Influence Purchase Decision?**

The buying motives may be classified into two:

1. Product Motives
2. Patronage Motives

- **What Are The Product Motives?**

Product motives may be defined as those impulses, desires and considerations which make the buyer purchase a product.

- **What Are The Two Types Of Product Motives?**

Consumer Behaviour Exam Questions And Answers

Patrick Vollmar



Consumer Behaviour Exam Questions And Answers:

This book delves into Consumer Behaviour Exam Questions And Answers. Consumer Behaviour Exam Questions And Answers is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Consumer Behaviour Exam Questions And Answers, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:
 - Chapter 1: Introduction to Consumer Behaviour Exam Questions And Answers
 - Chapter 2: Essential Elements of Consumer Behaviour Exam Questions And Answers
 - Chapter 3: Consumer Behaviour Exam Questions And Answers in Everyday Life
 - Chapter 4: Consumer Behaviour Exam Questions And Answers in Specific Contexts
 - Chapter 5: Conclusion
 2. In chapter 1, this book will provide an overview of Consumer Behaviour Exam Questions And Answers. This chapter will explore what Consumer Behaviour Exam Questions And Answers is, why Consumer Behaviour Exam Questions And Answers is vital, and how to effectively learn about Consumer Behaviour Exam Questions And Answers.
 3. In chapter 2, the author will delve into the foundational concepts of Consumer Behaviour Exam Questions And Answers. The second chapter will elucidate the essential principles that must be understood to grasp Consumer Behaviour Exam Questions And Answers in its entirety.
 4. In chapter 3, the author will examine the practical applications of Consumer Behaviour Exam Questions And Answers in daily life. This chapter will showcase real-world examples of how Consumer Behaviour Exam Questions And Answers can be effectively utilized in everyday scenarios.
 5. In chapter 4, this book will scrutinize the relevance of Consumer Behaviour Exam Questions And Answers in specific contexts. The fourth chapter will explore how Consumer Behaviour Exam Questions And Answers is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, the author will draw a conclusion about Consumer Behaviour Exam Questions And Answers. This chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Consumer Behaviour Exam Questions And Answers.

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