

# Introduction to Consumer Behaviour

## University Prescribed Syllabus

Meaning of Consumer Behaviour, Features and Importance, Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour, Profiling the consumer and understanding their needs, Consumer Involvement, Application of Consumer Behaviour knowledge in Marketing, Consumer Decision Making Process and Determinants of Buyer, Behaviour, factors affecting each stage, and Need recognition.

## Syllabus Topic : Meaning of Consumer Behaviour

### 1.1 Consumer Behaviour

#### Introduction and Meaning

- On a broader perspective consumer behaviour a blend of two interrelated disciplines i.e. Marketing and Psychology.
- However it also blends elements from other disciplines such as sociology, social anthropology, marketing and economics.
- It examines how emotions, attitudes and preferences affect buying behaviour.
- The study of consumer behaviour is concerned with all aspects of purchasing behaviour i.e. right from pre-purchase behaviour to post-purchase consumption and evaluation behaviour.
- It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders.
- The purpose to study consumer behaviour study is to understand human actions and reactions (consumer behaviour) in the best possible manner.

# Consumer Behaviour Notes For Bba

**CL Gary**



## **Consumer Behaviour Notes For Bba:**

*Regulating Consumer Credit* Great Britain: National Audit Office, 2012-12-19 UK consumers borrowed 176 billion in 2011 12 from credit card companies small businesses offering hire purchase arrangements and payday lenders The NAO estimates the Office of Fair Trading saved consumers 8 60 for every 1 it spent on enforcing regulations in 2010 11 by taking action against non compliant firms During the same period nevertheless consumers lost at least 450 million from problems that regulation did not address such as malpractice by firms that was not reported to the regulator Consumers can also make poor choices themselves The OFT is not resourced to carry out on a day to day basis either the supervision of firms or the monitoring of their compliance with licence standards This means it can act only when it receives information of non compliant behaviour by a firm Therefore some harm must already have taken place in order to prevent further losses to consumers The OFT funds consumer credit regulation solely from licence fees and today s report shows it had 11 5 million to regulate the market in 2011 12 which is not enough Furthermore weaknesses in the OFT s management information mean it cannot be sure these limited resources are being targeted to the areas of greatest risk to consumers The OFT s limited understanding of the costs of enforcement means it does not have an accurate picture of the proportion of its budget which is spent on different activities In addition the OFT does not collect information on the level of lending provided by each firm and therefore does not have a quantified understanding of the supply in the market

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[Management and Marketing of Wine Tourism Business](#) Marianna Sigala, Richard N. S. Robinson, 2018-09-02 This book links research in wine marketing management and wine tourism offering international and multidisciplinary perspectives Addressing the evolving nature of the wine tourism industry and market the book brings in new research streams and technology advances such as social media customer empowerment and engagement co creation social responsible marketing and wine consumption Each section includes an introductory chapter written by the editors discussing the aims and the chapters of the section Section chapters

provide theoretical and research based insights with practical implications while every section is also complemented with case studies that further enrich the practice and industry implications of theory Researchers will find in this book a holistic analysis of research and cases relating to the management and marketing of wine tourism businesses and visitors **The Rise of Asian Firms** T. Chan,G. Cui,2014-11-21 Asian economies have become a driving force in the world economy so are the Asian firms especially those from emerging markets This book presents a collection of articles that address the strengths and strategies of the rising Asian firms in the process of internationalization and the challenges they face **Financial Literacy and the Limits of Financial Decision-Making** Tina Harrison,2016-09-20 This book presents selected papers on the factors that serve to influence an individual s capacity in financial decision making Initial chapters provide an overview of the cognitive factors affecting financial decisions and suggest a link between limited cognitive capacity and the need for financial education The book then expands on these cognitive limitations to explore the tendency for overconfidence in decision making and the interplay between rational and irrational factors Later contributions show how credit card companies benefit from limitations in consumer financial literacy how gender and cognition intersect to play an important role in financial decision making and how to improve financial capacity through financial literacy and education campaigns including those addressing developed marketplaces This comprehensive collection of papers will be of value to all readers who seek to better understand the multi factorial and complex nature of personal financial management in today s economic climate

**EVOLVING TRENDS IN TOURISM & HOSPITALITY INDUSTRY : A GLOBAL LENS** Arnab Gantait,Sujay Vikram Singh,Anika Nashat Matin,Kuldeep Singh,2025-05-18 Evolving Trends in Tourism and Hospitality Industry A Global Lens is an insightful exploration of the dynamic forces reshaping the global tourism and hospitality sectors The book examines contemporary trends such as technological innovation sustainable practices experiential travel and the growing influence of social media It highlights how these global shifts manifest differently across regions shaped by local cultures resources and policies With contributions from scholars in countries like Greece Vietnam Morocco Turkey Canada Bangladesh Ethiopia and India the book offers a rich diverse perspective on the industry s evolution Each chapter addresses specific challenges and opportunities combining empirical research case studies and practical solutions The book aims to foster a deeper dialogue between academics industry professionals and policymakers providing valuable guidance to navigate an ever changing landscape Its central objective is to inspire collaboration innovation and further research equipping readers with the knowledge and tools to understand and respond to the evolving tourism and hospitality industry **ICTs in Developing Countries** Bidit Dey,Karim Sorour,Raffaele Filieri,2016-01-26 ICTs in Developing Countries is a collection of conceptual and empirical works on the adoption and impacts of ICT use in developing societies Bringing together a wide range of disciplines and contributors it offers a rich examination of digital divide and ICT for development both in terms of contextual information and disciplinary perspectives **Drum** ,1998 **Who's who in Finance and Industry** ,2001 **Books of the Month**

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the Book This book Consumer Behaviour and Advertising Management is addressed primarily to the students pursuing courses in management in universities and students in India It explains the fundamentals of the subjects and is illustrated with practical examples in Indian environment It covers almost all the topics required to be studied in the field of consumer behaviour and advertising management It covers the syllabi of IET The text on consumer behaviour has been amply made clear with case studies The chapters on advertising besides dealing with promotional tools also exp

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