

Q4 Definition of Consumer behaviour

→ Consumer Behaviour is the study of individuals, group or organisation and the process, services they use to select, secure and dispose of product, services or experiences or ideas to satisfy the needs and the impact that these processes have on Consumers and Society.

→ what to buy?

→ why they buy?

→ How much quantity buy?

→ where they buy?

Factors affecting Consumer Behaviour.

Consumer infuancy organizational influence.

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|---------------------|-------------------|
| ① Culture | Brand |
| ② Personality. | Product features. |
| ③ Values. | Advertising. |
| ④ Family. | words of mouth. |
| ⑤ Attitudes. | Promotions. |
| ⑥ opinion. | Qualities. |
| ⑦ Peer Group. Group | Services. |
| ⑧ Knowledge. | |