

Ans 6

The Term Model

(i) a copy of something that is usually smaller than the real thing

(ii) one of the machines, vehicles etc.

Through research and observation several models have been developed that further explained why consumers make decision including the black box, personal variables and complex models.

The black box model is based on external stimulus-response, meaning something triggers the consumer to make buying decision that are influenced by many factors including marketing messages, sampling, products availability, promotion & price.

What are the features of good model.

1. A good model is one which explains clearly the general or perspective view of consumer behaviour.
- 2) A good model considers all the factors as perceptual constructs, learning constructs, external influences etc.
- 3) A good model is one which takes care of decision process variables with all kind of influences on the decision making process.
- 4) A good model is one which is able to explain all the six steps of decision.
- 5) The good model means responding to immediate need & in the following AIDA

Brand loyalty

Brand loyalty is one of the most significant tool for any organization to survive in a service competition. Brand helps in creation a relationship b/w consumer & customer. In this cross section research we have investigated the effect of service quality, perceived quality,

customer satisfaction and brand loyalty has been addressed as a marketing goals of many companies. Our study results show that the customer satisfaction has significant factors that affect brand loyalty.