

Ans-2) Definition of Consumer behaviour

→ Consumer Behaviour is the study of individuals, groups or organisation and the process, services they use to select, secure and dispose of product, services or experiences or ideas to ~~satisfy~~ satisfy the needs and the impact that these process have on consumer and society.

→ what to buy?

→ why they buy

→ How much quantity buy?

→ where they buy

factors affecting Consumer Behavi
our.

~~Consumer~~

Consumer Influence

① Culture

② Personality

③ Values

④ family

⑤ Attitudes

⑥ Opinion

⑦ Peer Group

⑧ Knowledge

Organizational Influence

① Brand

② Product features

③ Advertising

④ word of Mouth

⑤ Promotion

⑥ Qualities.

⑦ Services.