

Consumer Influence	Organizational Influence
(a) Culture	Brand
(b) Personality	Product features
(c) Income	Advertising
(d) Family income	Quality
(e) Past experience	Price
(f) Knowledge about market	Packaging
(g) Opinion	Product availability
(h) Available resources	Store Ambience

Determinant of consumer - B

- (1) Economic determinant :-
- Personal Income
 - Consumer Credit

- (2) Psychological determinants
- Motivation
 - Perception
 - Learning

- (3) Sociological determinants
- Family
 - Reference group
 - Culture

the ever changing consumer behaviour so that he can monitor such study for the purpose of making sound decision in respects of the 4.P's of the marketing mix.

- The study of consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money) on consumption related.

• This include - what they buy
- why they buy it?

- When they buy it?
- Where they buy it?
- How often they buy it?
- How often they use it?

Factor affecting

Consumer Behaviour

Answer

Consumer BEHAVIOUR:- Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption.

- Consumer behaviour is rapidly growing discipline of study. It means more than just how a person buys products.
- It is a complex and multidimensional process and reflects the totality of consumer's decision with respect to acquisition, consumption and disposal activities.
- Consumer behaviour all the psychological, physiological and socio-psychological responses of individuals consumer responding to marketing appeals.
- It is the dynamic nature that make it more important making the marketing manager to study, analyse and