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UNIT - I CONSUMER BEHAVIOUR AND MARKETING ACTION LEARNING OBJECTIVES After studying this chapter, you will be able to understand: The terms "consumer", "customer", "industrial buyer" and "motives"

UNIT - I CONSUMER BEHAVIOUR AND MARKETING ACTION LEARNING

The material on this site is provided for educational and informational purposes only. The main purpose of creating this material is to help the MBA students in understanding the various aspects of the consumer behaviour.

Role of Research in understanding consumer behaviour

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Behavior - Wikipedia

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Consumer service - Wikipedia

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International Journal of Trade, Economics and Finance, Vol. 1, No. 1, June, 2010 2010-023X 33 B. Religiosity Religiosity is "the extent to which an individual's

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Publications - Richard E. Petty

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