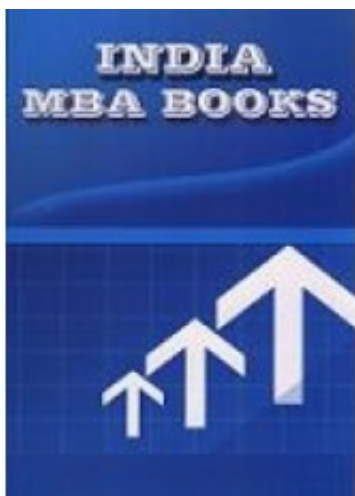


Consumer behavior



Brand: Mehta Solutions
Product Code: dba7002
Weight: 0.00kg

Price: Rs340

Short Description

Consumer behavior SOLVED PAPERS AND GUESS

Description

Consumer behavior SOLVED PAPERS AND GUESS

Product Details: anna university Consumer behavior SOLVED PAPERS AND GUESS

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2018-19

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **anna university** book solutions now mehta solutions brings top solutions for **anna university Consumer behavior BOOK** contains previous year solved papers plus faculty important questions and answers specially for **anna university** .questions and answers are specially design specially for **anna university** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**

- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

FULLY SOLVED BOOK

DBA 7002 Consumer behavior

UNIT I INTRODUCTION - Concepts – Significance – Dimensions of Consumer Behavior –

Application of knowledge of Consumer Behaviour in marketing decisions.

UNIT II CONSUMER BEHAVIOR MODELS - Industrial and individual consumer behaviour

models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behaviour Models – Implications of the models on marketing decisions.

UNIT III INTERNAL INFLUENCES - Psychological Influences on consumer behavior –

motivation – perception – personality Learning and Attitude- Self Image and Life styles

– Consumer expectation and satisfaction.

UNIT IV EXTERNAL INFLUENCES - Socio-Cultural, Cross Culture - Family group –

Reference group – Communication -Influences on Consumer behavior

UNIT V PURCHASE DECISION PROCESS - High and low involvement - Pre-purchase and

post-purchase behavior – Online purchase decision process – Diffusion of Innovation –

Managing Dissonance - Emerging Issues

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling

