



Nature of Consumer Behaviour

Systematic process

Consumer behaviour is a systematic process relating to buying decisions of the customers.

Influenced by various factors

Consumer behaviour is influenced by a number of factors the factors that influence consumers include marketing, personal, psychological, situational, social and cultural etc.

Different for different customers

Different consumers behave differently. The different in consumer behaviour is due to individual factors such as nature of the consumer's lifestyle, culture etc.

Nature Scope Important Of Consumer Behaviour

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