

Consumer Behaviour and Decisions, is a book which will help students understand the behaviour of consumers and the decisions they take before buying, during buying and after buying of products. Students who wish to enter in the field of Business Management, be it being a marketing manager or an entrepreneur, will definitely need to know about their target consumers before going ahead with making products for them. This book will help them to understand important aspects related to their target consumers and will help them have a great consumer base, thus making them great businessmen. The book has thrown light on consumer life style and consumption patterns besides general topics like consumer motivation, consumer personality, consumer perception, consumer research, attitude, innovation, diffusion process and social class. Students have also been made aware of sustainable development. It is the duty of marketers to make products and provide services which are in accordance with sustainable development. Consumers should also monitor their consumption patterns, behaviour and decisions while making purchases which may help us to achieve the sustainable development goals as set up by UN-GA.

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By

Dr. Rizwana Atiq

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PREFACE

In this dynamic environment with constantly changing attitude and tastes of consumers, it has become very difficult for the marketers to appease the consumers. It is a constant endeavour of the marketers to make products in tune with the changing tastes and habits of the consumers. Organisations would not be able to survive unless they make products according to the likes of the modern consumers. This book has made an attempt to explain various aspects related to the behaviour of consumers to get an in depth knowledge of how consumers behave before, during and after purchasing products and services. This book is designed to meet the requirements of the students of undergraduate and postgraduate courses, BBA, B.Com and MBA of different colleges and universities. By going through this book, a student will be able to relate the decisions taken by the consumers and their personality. This book will help those students who aspire to become marketing managers or entrepreneurs, as it will help them to understand what the consumers think before making any purchase. It has been the endeavour of the author to get students understand how consumers learn to buy specific products or services, the effect of culture, social class, opinion leaders and reference groups on the consumer buying behaviour.

Dr. Rizwana Atiq

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