

CONSUMER BEHAVIOUR



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PREFACE

I am delighted to present the first edition of my book named “Consumer Behaviour” to the teachers and students of S.Y.B.M.S. Second Year, Third Semester.

This book has been written as per the prescribed syllabus of the University of Mumbai. Every effort has been made to explain the concepts not only in a theoretical manner but with practical and relevant examples.

I believe that consumer behaviour has always been an evolving phenomenon and with fast paced technological advancements, the study of consumer behaviour is turning both fascinating and challenging for marketers. Sailing on the wave of greater disposable income, evolving lifestyle, deeper internet penetration and innovative marketing campaigns, the tide of e-commerce has changed the dynamics of Indian consumer behaviour.

I am thankful to Kripa Drishti Publications for the support and guidance in publishing this book.

Sonam Arvind Singh

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I would like to recognize and appreciate the contribution of:

- The students whose eagerness kindled my writing skill.
- The Principal, Vice-Principal and the entire staff of Bachelors of Management Studies (BMS) department of Karmaveer Bhaurao Patil College, Vashi, for their support, encouragement and help in getting the required resource materials.
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- Last but not the least; I am thankful to Prateek Singh (Husband) for their well wishers and patience and faith in me.
- To the teaching fraternity of this subject who have encouraged me to bring out yet another edition.
- To the publisher “Kripa Drishti Publication” for bringing out the edition.

Sonam Arvind Singh

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About The Author



Prof. Sonam Singh

I am Assistant Professor Sonam Singh from Karmaveer Bhaurao Patil College Vashi, From Department of Management Studies (BMS), having 8 years of experience in teaching field in Management and Accountancy and Visiting Faculty in Yashwantrao Chavan Maharashtra Open University for MBA, Mcom, & UG. Currently Pursuing PHD in Management Chhatrapati Shivaji Maharaj University, Panvel.

I have done Minor Research Project under Aegis of Institutional and published Research paper in Journal of Critical Review, Interdisciplinary Approaches Towards Environment Sustainability, International Journal of Engineering Technology Management and Applied Sciences, An International Multidisciplinary Quarterly Research Journal, New Frontiers of Innovation in Management Social Science and Technology and their Impact on Societal Development, etc.

My Passion, my energy, my drive and my enthusiasm is true, real and undeniable.

About the Book

Why do consumers make the purchases they do, and which ones make them truly happy? Why are consumers willing to spend huge sums of money to appear high status? This Handbook addresses these key questions and many more. It provides a comprehensive overview of consumer psychology, examining cutting-edge research at the individual, interpersonal, and societal levels. Leading scholars summarize past and current findings, and consider future lines of inquiry to deepen our understanding of the psychology behind consumers' decision making, their interactions with other consumers, and the effects of societal factors on consumption. Book of Consumer Psychology will act as a valuable guide for faculty as well as graduate and undergraduate students in psychology, marketing, management, sociology, and anthropology.

Consumer Behavior is the text that set the standard for consumer behavior study. The book explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. The tenth edition captures the impact of new media on consumer behavior and focuses on the marketer's ability to learn more about customers purchases in order to implement a strategy with greater precision.



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