



CONSUMER BEHAVIOUR & MARKETING STRATEGY



Ms. Shubhika Gaur



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PREFACE

Consumer behavior and marketing strategy are two intertwined fields that are critical to the success of any business. This book, "Consumer Behavior and Marketing Strategy," is a comprehensive guide designed to bridge the gap between theory and practice, offering insights that are both academically rigorous and practically relevant. It is crafted to serve as a valuable resource for students, academics, and professionals who seek to understand and leverage consumer behavior to develop effective marketing strategies.

The journey to writing this book was inspired by a deep fascination with the ever-evolving nature of consumer behavior and its profound impact on marketing dynamics. Over the years, I have had the privilege of working with diverse organizations, engaging with varied consumer segments, and observing firsthand the shifts in consumer preferences and behavior. These experiences have provided a rich tapestry of insights that have informed the content of this book.

The book is structured to provide a comprehensive exploration of consumer behavior and its implications for marketing strategy. It begins with foundational concepts, including the psychological, social, and cultural factors that influence consumer behavior. From there, it delves into the decision-making processes of consumers, exploring how they gather information, evaluate options, and make purchase decisions.

One of the unique features of this book is its emphasis on the application of consumer behavior insights to marketing strategy. Each chapter is designed to offer practical tools and frameworks that marketers can use to design, implement, and evaluate their marketing strategies. Real-world case studies and examples are integrated throughout the book to illustrate key concepts and demonstrate how they can be applied in practice.

A significant portion of the book is dedicated to contemporary issues in consumer behavior and marketing strategy. In today's digital age, consumer behavior is influenced by factors such as social media, mobile technology, and online reviews. The book addresses these modern influences and offers strategies for marketers to navigate and leverage them effectively.

I am deeply grateful to the many colleagues, students, and professionals who have contributed their insights and experiences to this book. Their contributions have enriched the content and ensured that it is both comprehensive and relevant to the current business environment.

I would also like to express my gratitude to my family for their unwavering support and encouragement throughout the writing process. Their patience and understanding have been invaluable.

As you embark on this journey through the intricacies of consumer behavior and marketing strategy, I hope this book provides you with the knowledge and tools to develop effective marketing strategies that resonate with consumers and drive business success. May it inspire you to think critically, act strategically, and continue exploring the dynamic world of consumer behavior. As you read through this book, I hope it not only enhances your understanding of consumer behavior and marketing strategy but also inspires you to think creatively and strategically in your marketing endeavors. May it serve as a valuable resource in your academic studies, professional career, or personal interest in the fascinating world of consumer behavior.

Abbreviations

American Marketing Association (AMA)

Corporate Social Responsibility (CSR)

Customer Relationship Management (CRM)

Fear of Missing Out (FOMO)

Federal Trade Commission (FTC)

Net Promoter Score (NPS)

Requests For Proposals (RFPs)

Values, Attitudes and Lifestyles (VALS)

Word-of-Mouth (WOM)

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ABOUT THE AUTHOR



Ms. Shubhika Gaur is an accomplished academican and HR professional currently serving as an Assistant Professor in Marketing at Asian Business School, Noida. With a strong educational background and extensive experience in both teaching and corporate domains. Ms. Shubhika Gaur currently pursuing a Ph.D. in Marketing from IIIT Noida. She completed her Master's degree in Marketing after earning her Commerce Graduate degree, showcasing her dedication to building a comprehensive understanding of the field. With a combined experience of 7.5 years, Ms. Gaur has an excellent blend of teaching and corporate experience. She has spent 4.5 years as a faculty, imparting her knowledge and mentoring students in various marketing disciplines. Prior to her academic career, she gained 3 years of valuable corporate experience in the HR domain. Ms. Shubhika Gaur has a broad range of interests within the field of marketing. Her areas of specialization include Marketing Management, Business Law, Organizational Behavior, Industrial Law, Advertising Management, Sales and Distribution, Retail Marketing, and Consumer Behavior. As a passionate researcher, Ms. Gaur has contributed significantly to the academic community. She has published numerous papers in esteemed National and International Journals, including those indexed in renowned platforms such as SCOPUS, ABDC, Google Scholar citation indexing, and EBSCO. Her research work demonstrates her dedication to advancing knowledge in marketing and her commitment to staying updated with the latest trends and developments in the field. In addition to her research publications, Ms. Gaur has also published various patents. Ms. Shubhika Gaur actively participates in conferences and workshops conducted by reputed institutions. Her presence in such events allows her to network with fellow academicians and industry professionals,



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