



Consumer behaviour has an increasing impact on business decisions through various individual and environmental factors. This phenomenon can be observed through the different buying patterns of generations and cultures when acquiring products and services. The study of consumer behaviour provides insight into consumer information processing, decision making and consumption patterns and is, therefore, critical to marketing planning and strategies, public policy and ethics. This fascinating subject also helps us understand our own consumer patterns: when, why and where we buy certain items, why we use them in certain ways, and how we dispose of them. Consumer behaviour is an essential component of both marketing and industrial psychology courses.

Copyright code : 9f85dcada9fb4469323cd3c10d6fada2