



# Scope of Consumer Behaviour

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Consumer behaviour and marketing management

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# Nature Scope Important Of Consumer Behaviour

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PRINCIPLES OF MARKETING (For 2nd Semester Students under Gauhati University) DR. RAJU SUBBA,DR. PORAG PACHANI,2025-04-12 Marketing is an essential function of any business bridging the gap between products and consumers In today s dynamic business environment understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management The National Education Policy NEP 2020 emphasizes a multidisciplinary and practical approach to learning encouraging students to develop analytical and decision making skills in real world business scenarios Keeping this in mind Principles of Marketing has been designed to cater to the academic needs of B Com 2nd Semester

students of Gauhati University while aligning with the latest developments in marketing strategies and practices This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing ensuring clarity and application oriented learning The content is structured into five well defined units covering key aspects of marketing Unit I Introduction This unit lays the foundation for marketing by exploring its nature scope and importance It traces the evolution of marketing and differentiates it from selling Additionally it introduces the marketing mix and examines the marketing environment discussing its various components including economic demographic technological natural socio cultural and legal factors Unit II Consumer Behaviour A marketer s success largely depends on understanding consumer behavior This unit explains the nature and importance of consumer behavior the buying decision process and the various factors that influence consumer choices It further explores market segmentation targeting and positioning STP and distinguishes between product differentiation and market segmentation Unit III Product This unit focuses on product concepts and classifications along with the importance of product mix branding packaging and labeling It also discusses product support services the product life cycle and the new product development process The consumer adoption process is explained to provide insights into how consumers accept and use new products Unit IV Pricing and Distribution Pricing is a crucial aspect of marketing strategy This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies It also covers distribution channels their types functions and factors affecting their selection Special attention is given to wholesaling retailing e tailing and physical distribution Unit V Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion the communication process and the different types of promotion including advertising personal selling public relations and sales promotion It also examines the promotion mix and the factors affecting promotional decisions Additionally this unit introduces students to emerging trends in marketing such as social marketing online marketing direct marketing services marketing green marketing rural marketing and consumerism Throughout the book efforts have been made to present the concepts in a structured and student friendly manner The book includes real life examples case studies and self assessment questions to encourage critical thinking and practical application of marketing concepts This book is expected to serve as a valuable resource for students educators and aspiring marketers We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

NEP Fundamentals of Marketing B.Com. IVth Sem Dr. F. C.

Sharma,2023-10-08 1 Introduction to Marketing Nature Scope Importance and Evolution of Marketing 2 Marketing Mix 3 Marketing Environment 4 Consumer Behaviour 5 Market Segmentation 6 Product and Product Mix 7 Product Life Cycle 8 Branding Packaging and Labelling After Sales Services 9 New Product Development 10 Price Importance of Proce in Marketing and Factors Affecting Price of a Product Kind and Methods of Pricing Polices and Strategies 11 Promotion Nature and Importance Methods of Promotion and Optimum Promotion Mix 12 Advertising 13 Personal Selling 14 Sales Promotion

15 Publicity and Public Relations 16 Distribution Types and Selection of Channels 17 Wholesaler and Retailer 18 Recent Developments in Marketing Social Marketing Online Marketing Direct Marketing Service Marketing Green marketing Relationship Marketing and Rural Marketing *Consumer Behavior* Charles Glenn Walters, 1978 **MARKETING MANAGEMENT The Indian Way** Dr. Neelima Kumari, Marketing has emerged as one of the most dynamic and influential business functions in the modern world shaping not only organizational success but also the way consumers live interact and make choices Over the past few decades the discipline has undergone a remarkable transformation from a narrow focus on selling and promotion to a holistic strategic process aimed at creating communicating and delivering value to customers while fostering long term relationships The rapid growth of technology globalization and evolving consumer expectations has added new dimensions to the marketer s role making it more complex analytical and socially accountable than ever before This book *Marketing Management The Indian Way* has been designed to provide readers with a deep structured and context specific understanding of marketing principles and practices While drawing from universal marketing theories the book recognizes that India s market landscape is unique characterized by its cultural diversity demographic variety economic disparities and fastpaced digital adoption It is a marketplace where centuries old traditions blend with modern aspirations where rural bazaars coexist with high tech e commerce platforms and where both small local enterprises and multinational corporations compete for the same consumer s attention The content is organized into well defined units covering the entire spectrum of marketing Beginning with fundamental concepts and the evolution of marketing thought the text moves into specialized topics such as consumer behavior segmentation and targeting product and brand management pricing strategies distribution and supply chain dynamics and integrated marketing communications Special emphasis has been given to emerging trends such as digital marketing omni channel retailing and socially responsible business practices Each topic is enriched with Indian market examples industry cases and real world illustrations to help readers connect theory with practice in a relatable manner A distinctive feature of this work is its integration of the Indian perspective into every chapter This approach ensures that students and professionals not only understand global best practices but also develop the ability to adapt and apply them effectively within India s socio economic and cultural context The text also highlights government policies regulatory frameworks and indigenous business models that shape marketing decisions in the country The book is intended for undergraduate and postgraduate students of management marketing professionals seeking to strengthen their strategic understanding and entrepreneurs looking to develop market driven approaches The pedagogical style balances conceptual clarity with practical application ensuring that readers not only learn what marketing is but also how and why it works in a realworld Indian business setting In an era where consumers are more informed markets are more competitive and social responsibility is increasingly important marketing professionals must combine analytical thinking with creativity cultural sensitivity and ethical responsibility It is my hope that *Marketing Management The Indian Context* will serve as a

valuable resource in building these competencies preparing readers to succeed in both domestic and global marketplaces while contributing positively to society Dr Neelima Kumari Assistant Professor Department of Management Ranchi Women s College Ranchi University **Quality Policy and Consumer Behaviour in the European Union** Tilman Becker,2000

**Consumer Behavior, an Information Processing Perspective** Brian Sternthal,C. Samuel Craig,1982 **Consumer Behavior and the Practice of Marketing** Kenneth E. Runyon,David W. Stewart,1987 **Studies in Consumer Savings** Inter-University Committee for Research on Consumer Behavior,Inter-university Committee for Research on Consumer Behavior. Consumer Savings Project,1963 **Consumers** Eric J. Arnould,Linda Price,George Martin Zinkhan,2004 Consumers 2e presents a global behavioural eclectic and multi disciplinary coverage of consumer behaviour Reviewers praised Consumers as the most current text in the field in the areas of technology research and illustrative examples

**Consumer Behavior: Theory and Practice** Charles Glenn Walters,1974 *Journal of Business & Social Sciences* ,1999 **Consumer Behavior 8/ed** Leon G. Schiffman,2004 **Consumer Behavior** Kanuk,1973 **Public Policy and Marketing Practices** Fred C. Allvine,1973 **A Theory of Consumption** Hazel Kyrk,1923

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