



# Nature of Consumer Behaviour

**Systematic process**

Consumer behaviour is a systematic process relating to buying decisions of the customers.

**Influenced by various factors**

Consumer behaviour is influenced by a number of factors the factors that influence consumers include marketing, personal, psychological, situational, social and cultural etc.

**Different for different customers**

Different consumers behave differently. The different in consumer behaviour is due to individual factors such as nature of the consumer's lifestyle, culture etc.

# Nature Scope Important Of Consumer Behaviour

**David Kirk**



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