Marketing and Consumer Behaviour

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Abstract

Today the objective of marketing is to stay very close to the consumer-to understand his mind, behaviour, attitudes and his cultural environment. Consumer behavior is one of the most challenging aspects of marketing. Consumer behaviour is powerful weapon that dictates the market. Therefore, every marketer aspires to serve the consumer. Marketing is one of the four pillars of business Marketing is one of the major functions of a business. Marketing is a planned activity designed to promote and distribute the product in the market. In the good old days, Marketing meant only selling but today the concept has changed. Marketing is an act of management and require new skills of processing product information, consumer database and media planning. Consumer behaviour is the process that describes the ways and means in which the consumer interacts and participates in purchasing the product. Consumer behaviour embodies the consumer’s attitude, perception, emotions, feelings and actions of the consumer in respect of the product or service that is on sale.